

RURAL AMENITY-BASED ECONOMIES
TURKEY: A CASE STUDY

A Thesis

Presented to the Faculty of the Graduate School

of Cornell University

In Partial Fulfillment of the Requirements for the Degree

of Master of Arts

by

Jennifer Lynn Rowan

©2018 Jennifer Lynn Rowan

ABSTRACT

This thesis will explore the relationship between rural amenities, natural and cultural conservation efforts, development patterns, and economic vulnerabilities in three communities in the Çanakkale region of Turkey. Rural amenity-based economics is the study of the relationship between an amenity and development. The most common form of amenity-based economies relies on the tourism industry. An amenity-led economy creates a variety of development patterns determined by policies, incentives, governance, amenities, conservation and infrastructure. Since the 1950s, most rural regions globally have experienced population decreases with the advancement of industrialization and technology. People migrated to the city and left the countryside behind. Recently, some number of these urbanites have begun to visit or temporarily move back to the rural pastoral landscape for vacation, recreation and retirement. The communities chosen for the three case studies in this thesis have experienced a slight decline in agricultural production and a sharp increase in amenity-based economics, such as tourism and second-home purchases. This decline raises the question how this shift of industries effects the local society and the conservation of tangible and intangible resources. Each case study will examine new development patterns, land use, and the results from policies and incentives. These findings show the balance between different types of rural amenities and the ecosystem that naturally exists in a domestic tourist area. This thesis can be used as a template to research rural tourist areas.

BIOGRAPHICAL SKETCH

Jennifer has her bachelors in Historic Preservation with a minor in Architectural Design from Southeast Missouri State. Jennifer worked for the United States Forest Service in 2012 to compile preservation plans for Timberline Lodge, a National Landmark in Oregon. She then worked as a Preservation Crew Leader traveling the Western United States restoring historic cabins, forts and lodges, and natural conservation plans on federal property. After working on hands-on preservation she became a city planner for a rural city in Texas, she wrote policies, incentive plans, infrastructure plans, and initiated various preservation and tourism efforts for the city. It was her experience as a city planner that interested her in preservation policies and economic development. Jennifer attended Cornell University from 2015 to 2017. The summer between her two years at Cornell, Jennifer worked for US ICOMOS in Turkey. She attended the World Heritage Convention in Istanbul, documented a historic mosque in Yeşilyurt, Turkey and studied the effects of tourism in Yeşilyurt. This experience inspired Jennifer to examine and write about amenity-based economics.

ACKNOWLEDGEMENTS

I would like to express my gratitude to my advisors, Jeffrey Chusid and Michael Tomlan, for their support throughout my thesis journey. I would also like to thank my entire family and friends for their support and patience.

Table of Contents

LIST OF FIGURES	VII
INTRODUCTION	1
CHAPTER 1: AMENITY-BASED ECONOMICS	6
CHAPTER 2: TURKISH AMENITY-BASED ECONOMICS	23
CHAPTER 3: CASE STUDIES	47
CHAPTER 4: KÜÇÜKKUYU	74
CHAPTER 5: ASSOS	87
CHAPTER 6: YEŞİLYURT	101
CONCLUSION	115

LIST OF FIGURES

- Figure 1.01 A classification of amenities examples. Source: Hodge, Ian. *Valuing Rural Amenities*. OECD. 2000. p.106.
- Figure 1.02 USDA Natural Amenities Scale. Source: McGranahan, David. *Natural Amenities Scale*. United States Department of Agriculture: Economic Research Service. 30 August 1999. Accessed 02 March 2017. <https://www.ers.usda.gov/data-products/natural-amenities-scale/>.
- Figure 1.03 An environmental Kuznets Curve adapted to the realm of amenity-based development. Source: Marcouiller, David W. and Greg Clendenning. *The Supply of Natural Amenities: Moving from Empirical Anecdotes to a Theoretical Basis*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005. p 12.
- Figure 2.01 City vs Village Population in Turkey (1925-2015). Source: *Population and Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>.
- Figure 2.02 “Go Turkey” tourism website. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/destinations-turkey/aegean-region-of-turkey.html>.
- Figure 2.03 Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>.
- Figure 2.04 Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>.
- Figure 2.05 Domestic versus Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>.
- Figure 3.01 This map shows the regions and provinces of Turkey and districts within the Çanakkale province. The case studies are located in the Ayvacık district within Çanakkale province in the Marmara region of northwest Turkey.
- Figure 3.02 From left to right to bottom: Zeus Altar located in Adatepe, a basket of local dried herbs, and the line below is an example of the built environment of the villages in Ayvacık these photos were taken in Adatepe. Source: Author’s photos.
- Figure 3.03 From top to left to right: Kazdağı Mountain range looking towards the National Park, an example of activity on the Aegean coast, and an example of one of the streams in Ayvacık District. Source: Author’s photos.

- Figure 3.04 A village local with her flatbread made from a monthly meeting with other villagers. Source: Author's photo.
- Figure 3.05 An example of Çini, this example is a tile in a mosque. Source: Author's photo.
- Figure 3.06 Typical coffeehouse in Ayvacık District village. Every village and town has a central open-air coffeehouse; people typically drink coffee in the middle of the day and afternoon. Source: Author's photo.
- Figure 3.07 A Turkish coffee pot with Turkish coffee. Turkish coffee grounds (very fine grounds), sugar (if desired), and water are added to the copper pot and slowly boiled over an open flame. Source: Author's photo.
- Figure 3.08 Example of Yörük buildings in Yeşilyurt: the first story is stone with a protruding second story constructed of timber and masonry infill. The second story overhang with wooden supports is typical of this style of construction. Source: Author's photo.
- Figure 3.09 An example of Yörük building in Yeşilyurt: The first story is stone with a second story made of timber with plaster. Source: Author's photo.
- Figure 3.10 An example of an outdoor cooking and gathering area before entering a house, this is typical of Uşak vernacular design. Source: Author's photo.
- Figure 3.11 An example of Uşak building in Yeşilyurt: the home is constructed in stone with social space on the first floor and living quarters on the second floor. Source: Author's photo.
- Figure 3.12 An aerial map of the three case study sites with the Ayvacık district outlined. Source: Base map from Google Earth.
- Table 3.01 Case Study Sites.
- Figure 4.01 All photograph from 1960-1970s of the Küçükkuyu beach, this area where this photograph was taken is now (2016) outdoor market, restaurant seating, and public swimming area. Source: Küçükkuyu Municipality: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 25 April 2017. <http://www.kucukkuyu.bel.tr/foto-galeri/bir-zamanlar-kucukkuyu/>.
- Table 4.01 Küçükkuyu population from 2009 to 2014. Source: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 28 April 2017. <http://www.kucukkuyu.bel.tr> and *Population Data for Cities*. Turkstat. Accessed 28 April 2017. [<http://www.turkstat.gov.tr>].
- Figure 4.02 The market in Küçükkuyu, this extends to most streets along the coast and between buildings on the south side of the highway towards to coast. The market

sells organic fruits and vegetables, beach accessories, meats, cheese, and tourist souvenirs (t-shirts, plastic toys, etc.). Source: Author's photo.

- Figure 4.03 A photograph of Küçükkuyu coast development, year took unknown. Source: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 25 April 2017. <http://www.kucukkuyu.bel.tr/foto-galeri/bir-zamanlar-kucukkuyu/>.
- Figure 4.04 An aerial photograph of Küçükkuyu development along the coastline: 2015. Source: *Foto*. Ayvacık Municipality. Accessed 05 May 2017. <http://www.canakkaletavel.com/galeri/ayvacik>.
- Figure 4.05 This map shows new development from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.
- Figure 4.06 This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography, personal experience and Google Street view. These maps were produced using Google Earth Aerial photography from 2016 to determine change.
- Figure 4.07 Two condos for sale in Küçükkuyu, these are typical flats seen in the town. They are usually three stories tall with an outdoor deck, some of them have businesses on the first floor, and an exterior of stucco painted in light pastel colors. Source: *Real Estate*. Sahibiden. Accessed 03 May 2017. www.sahibinden.com.
- Table 5.01 Population of Assos in 2012, the only population data found for Assos. Source: Assos. Accessed 03 February 2017. www.agacler.net.
- Figure 5.01 Areas of Assos, Turkey. Source: Base map Google Earth Image.
- Figure 5.02 Photograph of Assos port from the Cliffside. Date of Photograph unknown. Source: *Foto*. Ayvacık Municipality. Accessed 05 May 2017. <http://www.canakkaletavel.com/galeri/ayvacik>.
- Figure 5.03 Ancient village built environment, the main road leading up to the mosque and Assos ruins is packed with tourist shops. Hotels and residence are found on the outskirts of the village; this is a photograph of a home void of tourists. Source: Author's photo.
- Figure 5.04 Photos from Assos from top to bottom: the first photo shows a “private beach” on the port, the second photo shows the port with outdoor seating for restaurants, the third photo shows one of the main roads through the village to the Assos ruins. The main road is filled with tourist vendors and shops with handmade scarfs, jewelry, and exported goods with “Assos” engraved or stamped on the side. Source: Author's photo.

- Figure 5.05 This map shows new development in the historic Assos village from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.
- Figure 5.06 This map shows new development in the northwest new residential area from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.
- Figure 5.07 This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography and personal experience. These maps were produced using Google Earth Aerial photography from 2016 to determine change.
- Table 6.01 Population of Yeşilyurt from 2000 to 2012. Source: Yeşilyurt Populations. Accessed 10 February 2017. www.agacler.net.
- Figure 6.01 A view of Yeşilyurt: 2016. This photo looks north from atop the mosque's minaret towards the Kazdağı Mountains. Source: Author's photo.
- Figure 6.02 A view of Yeşilyurt: 1960s. Source: Yeşilyurt village headman.
- Figure 6.03 Protection of the village center is seen through the re-cobbling of the streets in a traditional fashion. Source: Author's photo.
- Figure 6.04 An old horse stall in the village center under rehabilitation to turn into a museum to show traditional olive and cheese production. Source: Author's photo.
- Figure 6.05 New second home residences in Yeşilyurt: all new construction blends in with the vernacular of the village the stone wall uses the old material and replicates the wall using new stone to continue the wall. Source: Author's photos.
- Figure 6.06 Two new homes built in Yeşilyurt, the first photo shows construction before the stone veneer is applied to the exterior, and the second building shows a home after the veneer is applied. Both homes are made of CMU. Source: Author's Photos.
- Figure 6.07 A new home in Yeşilyurt with a three-car garage. Source: Author's photo.
- Figure 6.08 This map shows new development in the northwest new residential area from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.

- Figure 6.09 From left to right: a modern hammam spa in one of Yeşilyurt's hotels, a pool overlooking the foothills. Source: Author's Photos.
- Figure 6.10 This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography and personal experience. These maps were produced using Google Earth Aerial photography from 2016 to determine change.
- Figure 6.11 A new building in the village center that sells tourist trinkets, about a third of the products are made by the business owner and the rest are imported from China. Source: Author's photo.
- Table 7.01 Chart of Positive Natural and Cultural Amenities.
- Table 7.02 The author provided the information from Table 7.01. This table was created to show each case studies natural and cultural amenities more clearly.
- Table 7.03 If all the hotels and second homes were occupied, what percentage of the total amount of people at each location are tourists, second home urbanites, or locals. This excludes visitors not staying in hotels. The table assumes each local family is the OECD average for Turkey (4.1 people per household) and second homes include two people to 4.1 people per family.
- Figure 7.01 Tourist shops in Assos. Source: Author's photo.
- Figure 7.02 An example of tourist chachkies: knick-nacks generally imported from China to sell at tourist shops. This photo was taken in Yeşilyurt. Source: Author's photo
- Figure 7.03 Graph of total new development percentage: based on building stock from 2005 to 2016. Author's data from Google aerial maps and Turkstat census data.
- Figure 7.04 Graph of new development percentage from 2006 to 2016. Author's data from Google aerial maps and Turkstat census data.

INTRODUCTION

The word *countryside* evokes an idea of a simpler lifestyle: open natural areas, vernacular architecture and agronomist societies. This image of life surrounded by beauty and tranquility also implies desirability. Amenity-based economics derives its power from these images. Amenities influence economic growth because people are attracted to pleasant characteristics. Protection of these features is crucial for further development.

The Oxford Dictionary defines amenity as “a desirable or useful feature or facility of a building or place, the pleasantness or attractiveness of a place.”¹ Urban amenities are different from rural amenities. Urban amenities include a more manufactured lifestyle: accessibility to stores, rich architecture, transportation and modern infrastructure. This thesis focuses on rural amenities: wilderness natural areas, agricultural settlements, climates and the vernacular built environment.

Since the 1950s, most rural areas have experienced drastic population decreases. One factor is technological advancement. New machinery has resulted in faster and less labor-intensive production. The displaced farmworkers then migrated to the city for economic opportunities; this trend still occurs in most rural regions. However, some rural areas have experienced an increase in population and visitors. These areas tend to be rich in natural and cultural amenities.

This thesis explores what happens when traditional economies are replaced with amenity-based economics, the resulting effect on heritage and development patterns and protection in amenity-rich rural regions. These case studies are derived from an analysis of the southern Ayvacık District in Çanakkale, Turkey. Preservationists, developers and governments should

¹ *Definition of Amenity*. Oxford Dictionary. 2017. Accessed 25 May 2017.
<https://en.oxforddictionaries.com/definition/amenity>

have a grasp on amenity-based economics and their effects on the community, resources and development. This thesis examines the theories and results behind amenity-based economics.

Tourism is one of the main economic forces behind amenity-based economies. Those that can afford vacations usually travel to places with extensive amenities. Tourism has become more popular since the end of the 20th century. There are a variety of different types of tourism and tourist, including domestic and international tourists. This thesis explores nature tourism and cultural tourism. Tourism contributes to development, employment, industry, entertainment, hospitality services, infrastructure, transportation, and education. Temporary homes (seasonal residences, retirement homes, condominiums, and timeshares) are another economic force behind amenity-based economics. Those that can buy and occupy these temporary homes are upper to middle-class urbanites or suburbanites.

The demand for temporary homes and tourism has altered the economy, demographics and character of these rural regions. These rural areas need long-term management plans for the future of the shifting economy. The knowledge of economic trends can better suit communities to prepare for the future to safeguard their heritage. This thesis will explore how amenity-based economics encourages development in the context of rural northwest Turkey and how policy and incentives change patterns of growth. It is designed to be a template for researching rural areas that have an increase in tourism and second-home residents.

Methodology

Rural areas impose many research limitations. Urban areas usually have updated census data, more robust real estate records and resources for quantified data. Rural areas generally lack these assets due to the lack of funds, less demand and generally have less human resources. This

combination can misinform locals on long-term goals in rural tourism driven areas do the lack of information. This thesis explores how to research regions with limited resources through the use of aerial photography, building usage, government issued incentives, and data collected from hotels and locals.

Aerial maps of all three case studies show growth from 2006 to 2016, and 2016 building use. Tourist facilities information includes the location of destinations, number of hotels, and rank of hotels. Hotels were found in a variety of online tourist websites, which were compared to assure prices and placements were correct. Values were calculated in United States Dollars (USD). There are three ranks for hotels: low, mid, and high-level. Information on hotels and second homes are derived from census data, online databases, and interviews. Maps show land-use as derived from aerial photography, personal accounts and online searches. The author compared each site's amenities, tourist development, second-home development and census data.

These maps and data help examine patterns through amenities, land-use, and development. Through the combination of amenity-based economic theory, past government policies and incentives for tourism, history of development in the region, and current map analysis, this thesis determines the effects and patterns of amenity-based economics. The information and research approaches in this thesis can better help other researchers on how to gather data and explore new ways to study rural development patterns and issues of concern for amenity-based economics.

Chapter Overview

There are still many unknowns about amenity-based economics. Economists claim that traditional economic growth models do not work for amenity-based economics. Since amenities are unique, development can result in different impacts on the amenity. Communities manage

growth in a variety of ways because they are culturally different and contain diverse amenities. To determine the stability of amenity-based economics, one must first understand the underlying theories. Chapter One explains amenity-based economics, characterizations of amenities, and outcomes of development with case studies from around the world. This will provide the reader with a basic knowledge of rural amenities, how they are quantified and why they are important to development. Chapter One also addresses fundamental questions with economic theories such as the Environmental Kuznets Curve.

Chapter Two explores the history behind tourism and development in Turkey at the national and district level. This chapter includes a basic understanding of how the Turkish government delegates, incentivizes, and manages tourism. This entails an overview of geography, history, demographics, and governance. This brief geography, demographics, and political systems will help bring the study to focus on amenity driven economics in the modern era. Turkey is a complex country due to its long history, diverse cultures, and geographical location between continents. Tourism laws from 1950 to 2016 will be examined to explain development patterns in natural and culturally rich areas in Turkey. This timeline will help to understand how Turkey advanced their amenity-based economy.

Chapter Three provides a context for the three case studies via an overview of cultural (tangible and intangible) and natural amenities in the region and district-wide policies and infrastructure that support the tourism industry. Since the case studies are close to each other, similar attributes are discussed, including the region's heritage, nature, climate, and transportation networks.

Chapters Four through Six are dedicated to each case study. These locations were chosen due to their close proximity and differences in development. To quantify the effect of

development from amenities in each location each case study site includes development patterns through a combination of aerial photography, census data, building use and personal accounts. Each site begins with a summary of history, settlement, and amenities. Each site has two maps; one with new growth from 2005 to 2016 and another with property use in 2016.

CHAPTER 1: AMENITY-BASED ECONOMICS

Amenity-based economics is the study of economies that rely heavily on amenities. This thesis will focus on natural and cultural amenities found in the rural landscape as opposed to more urban amenities. Rural-amenity examples include cultivated landscapes, primeval nature, and vernacular built environments. The Organization for Economic Cooperation and Development (“OECD”) Territorial Development Department defines rural amenities as “natural or man-made assets, which the public enjoys irrespective of any function they may have in the production process. They originate in a well-defined geographical area which has specific physical and cultural characteristics.”² Amenities are difficult to define, but there are some bases to recognition.

Economist Gary P. Green states the characteristics of amenities in amenity-based economics; amenities are specific to the area and not easily producible. This helps distinguish one area from another and create unique places. Once the amenity is destroyed it is near impossible to restore. An example of this characteristic is the Soma district in the Aegean region of Turkey. The coal industry dismembered forests and agricultural landscapes for resource extraction. Unfortunately, it is near impossible to rebuild the forests and convert polluted lands back into fertile soils. Amenities are connected to income. “Because of the growing demand for living in high amenity areas, the cost of living in these places may be very high.”³ In general, people desire to live near aesthetically pleasing landscapes. This desirability also applies to areas with attractive built environments. The influx of people that migrate and visit these areas causes a rise in the cost of living that can in turn create gentrification. Economists David Marcouiller and Greg Clendenin support Green’s claims and classify amenities as genuine to an area, non-

² OECD. *Amenities for Rural Development: Policy Examples*. Paris: OECD, 1996.

³ Green, Gary P. *Amenities and Community Economic Development: Strategies for Sustainability*. p. 66.

tradable, and immobile.⁴

An amenity-based economy is non-competitive. In the tourism industry, the more tourist attractions (or amenities) near an area, the better the attraction is for the economy.⁵ The local and regional economy benefits from multiple amenities because tourists usually visit a variety of amenities, which brings in more people that spend money in the region. Governments then spend money to support infrastructure, protection, and to advertise local amenities. In tourist areas the local government collects more revenue in taxes and spends more in infrastructure; the government usually has a higher cost of infrastructure in tourist areas due to the number of visitors.

The OECD classifies amenities into three categories in amenity economics: natural, man-made, and climate.⁶ Amenities can be difficult to state because they blend into the built and natural environments. Natural benefits include natural resources: mountains, forests, and beaches. Man-made benefits include the cultural aspects of an area: ancient ruins, traditional crafts, and artifacts. Climate benefits incorporate the effects of weather: cool summers and warmer winters. Snowbirds, people that travel from a colder environment to a warmer place during the winter months, take advantage of a climate amenity. In North America it is common to see people temporarily moving from northern states, like Michigan, to more southern states, like Arizona, to escape the harsh winters. All three categories create a unique relationship and desirability between humans and the built and natural environment.

It is a challenge to measure and quantify the effects of amenity-based economics since all

⁴ Marcouiller, David W. and Greg Clendenning. *The Supply of Natural Amenities: Moving from Empirical Anecdotes to a Theoretical Basis*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005.

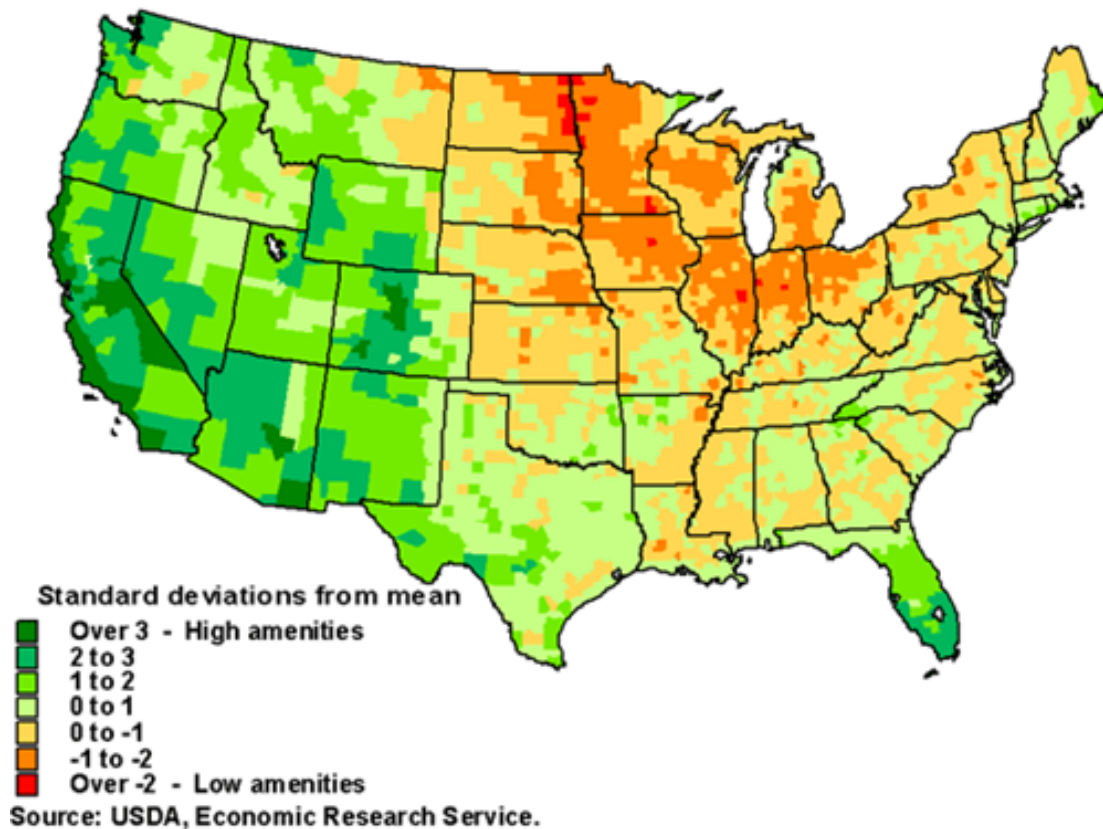
⁵ Marcouiller, D., and G. Clendenning (2005) *The Supply of Natural Amenities*.

⁶ OECD. *Cultivating Rural Amenities: An Economic Development Perspective*. Paris: OECD, 1999.

places contain some type of amenities. One example of natural amenity measurement comes from the United States Department of Agriculture (USDA) Economic Research Service's Natural Amenities Scale. This scale could be replicated and duplicated in other countries or regions to show the desirability of amenities. The "natural amenities scale is a measure of the physical characteristics of a county area that enhance the location as a place to live. The scale was constructed by [measuring on a scale of one to six] the climate, topography, and water area that reflect environmental qualities most people prefer."⁷ The USDA takes in accord natural amenities (climate and topography) but not cultural amenities. People, in general, are attracted towards natural and cultural amenities. The USDA administration focuses on natural resources, so the fact they disregarded culture is not a surprise. The natural amenities scale provides an example how to measure amenity-rich areas with natural resources and census data.

⁷ McGranahan, David. *Natural Amenities Scale*. United States Department of Agriculture: Economic Research Service. 30 August 1999. Accessed 02 March 2017. <https://www.ers.usda.gov/data-products/natural-amenities-scale/>

USDA NATURAL AMENITIES SCALE



[Figure 1.2] USDA Natural Amenities Scale. Source: McGranahan, David. *Natural Amenities Scale*. United States Department of Agriculture: Economic Research Service. 30 August 1999. Accessed 02 March 2017. <https://www.ers.usda.gov/data-products/natural-amenities-scale/>

Tourism and Second Home Development

The United Nations World Trade Organization (“UNWTO”) defines tourism as “a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their *usual environment* for personal or business/professional purposes. These people are called visitors and tourism concerns their activities, some of which involve tourism expenditure.”⁸ The existing infrastructure is tested with more people arriving from tourism.

Tourism brings more visitors into a particular location that results in a need for stronger

⁸ *Glossary of tourism terms*. UNWTO. February 2014. Accessed 03 June 2017. <http://cf.cdn.unwto.org/sites/all/files/Glossary+of+terms.pdf>

infrastructure, transportation, healthcare, security, and protection. The demand for tourism creates a supply of service industry development: hotels, spas, restaurants, and shops. Tourism also provides regional economic profits in the service sector. This study focuses on two types of tourism: heritage and nature tourism.

Tourism of cultural heritage is the act of traveling to places or experiencing areas of cultural or historic significance. Heritage tourism includes intangible and tangible cultural and natural resources. Cultural heritage tourism includes a variety of byproducts of tourism such as religious tourism, rural tourism, walking tours and particular historical tourism. Cultural tourism supports conservation efforts for economic gain: people that visit a restored building or nature preserve. The funds collected from visitors (such as museum and park admission) help conservation, and through conservation, more people will visit these sites.

Nature tourism is travel to areas focused on wildlife and natural areas that promote environmental conservation, nature tourism is also called ecotourism. Nature tourism includes a variety of niche interests such as enotourism (wine tourism), agritourism (agricultural tourism), rural tourism, bike tourism, etc. Environmental conservation efforts usually support tourism, like a national park service or private maintenance of traditional farm landscapes. Cultural and nature tourism have similar conservation efforts to maintain their attributes. When these amenities are damaged tourism revenue is affected negatively. So, conservation efforts are vital to sustain tourism.

Cultural and natural amenities also attract people who purchase second homes, condominiums, and timeshares. Second homes are owned by upper to upper-middle-class citizens. People tend to build second homes for retirement, vacation, or to escape the climate (summer or winter homes). Second homes are different from the primary house and are usually a

reasonable distance from the main home, and people only spend up to a few months a year at the second home. Condominiums and time-shares are generally owned by upper-middle to middle-class citizens. They are like second homes, but smaller and can be shared by other families. Time-shares are used for long vacation. There is usually a company that oversees and maintains the property.

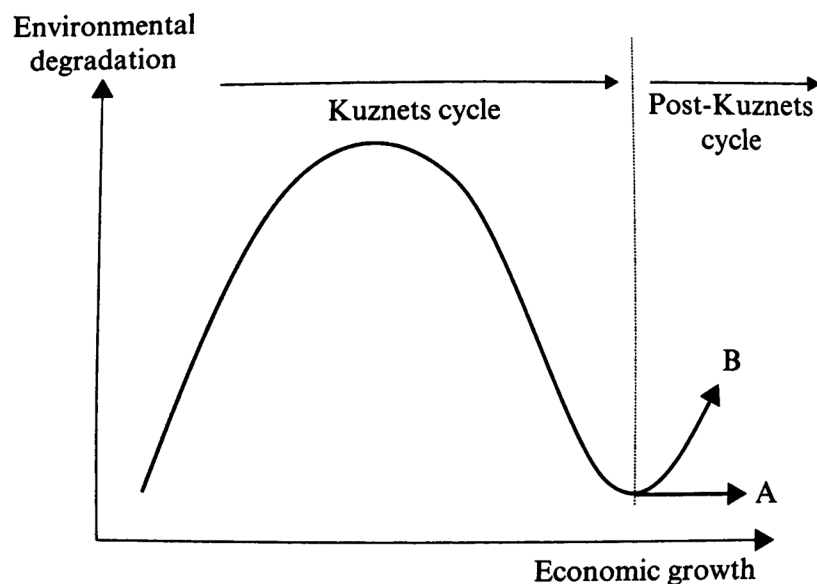
Rural Amenity Conservation

“Rural amenities exhibit what are often referred to as public good characteristics. They tend to be non-rival in that the availability of the good for consumption by one person is not decreased by consumption by another. They also tend to be non-excludable in that once provided, it is not possible to exclude people from enjoying their consumption.”⁹ Hodge’s definition of rural amenities defines an amenity is a public good, but who is responsible for the upkeep and maintenance of this public good? Public goods can be supplied or maintained by the public sector, but not exclusively. Some public goods that are maintained by the public sector can include public parks, streetscapes, and public museums. Public goods can also be maintained by private entities, such as a farm. Farms can be categorized as a public good since a large array of people can visually enjoy in the rural landscape and the culture that comes with agricultural lifestyles. The funds to maintain these *public goods* rest on the shoulders of the government, residents, and those that enjoy the amenity. Amenities can be free; for example, people are not charged to enjoy the natural beauty of a forest, a public square, or to look at rolling hillsides. But some amenities have a cost associated with it, such as admission to a park or museum. Amenities are “rarely pure public goods ... public access to the countryside can be enjoyed by substantial numbers of people without affecting each other’s’ enjoyment, but at some point congestion arises

⁹ Hodge, Ian. *Valuing Rural Amenities*. OECD. 2000. p 110.

such that the quality of the recreation experience is reduced.”¹⁰ When the community views amenities as a public good, they are discouraged for resource extraction, like deforestation.¹¹ Examples of natural resource extraction include logging, mining, and fishing. Although some resource extractions encourage tourism, like fishing, these can be regulated to assure the amenity is not completely removed. The Environmental Kuznets Curve explains the relationship between extraction, development, and conservation.

AN ENVIRONMENTAL KUZNETS CURVE ADAPTED TO THE REALM OF AMENITY-BASED DEVELOPMENT



[Figure 1.03] An environmental Kuznets Curve adapted to the realm of amenity-based development. Source: Marcouiller, David W. and Greg Clendenning. *The Supply of Natural Amenities: Moving from Empirical Anecdotes to a Theoretical Basis*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005. p 12.

The Environmental Kuznets Curve is a theory developed by Simon Kuznets developed in 1955 and revisited in 1988 by Orley Amos. “[T]his adapted theory posits a curvilinear

¹⁰ Hodge, Ian. *Valuing Rural Amenities*. OECD. 2000. p 110.

¹¹ OECD. *The Contribution of Amenities to Rural Development*. Paris: OECD, 1994.

relationship between levels of economic growth and environmental degradation.”¹² A new settlement uses natural resources to produce a baseline economy. In the early stages of development, people tend to have lower income levels and a neutral demand for amenities. “But as the economy begins to grow, pressure is placed on the environment in the form of pollution and resource extraction. As the economy grows, pollution and environmental degradation climb.”¹³ This pattern can deplete the amenity unless conservation is sufficient. People become aware that the amenity has weakened with an increase in development. David Marcouiller describes when higher social classes and income levels become a factor, preservation policies come earlier and conservation efforts increase. “At some point higher incomes become associated with a demand for environmental protection. Shifts in technology and demand structures result in policies that address environmental degradation.”¹⁴ People begin to appreciate the amenity as a form of economic vitality: the amenity (like a forest) provides a beautiful landscape that attracts individuals that want to relocate or visit the amenity. Marcouiller presents an example from Minnesota to describe the Kuznets curve: “[d]uring the late 1800s...the vast majority of these forests were harvested with little consideration for amenity uses, ecosystems function or future value. The harvested timber was processed and sold ... land once rich in virgin forests were wholly cutover and residually burned,” for production.¹⁵ Residents then saw the amenity (forest) brought people and money into the town by tourism, second homes, and business relocations. Conservation policies were introduced to stabilize and preserve this increase of people and investment.

¹² Grossman, G.M. and A.L. Krueger. *Economic growth and the environment*. Quarterly Journal of Economics, 1995.

¹³ Marcouiller, D., and G. Clendenning (2005) *The Supply of Natural Amenities*. p 11.

¹⁴ Marcouiller, D., and G. Clendenning (2005) *The Supply of Natural Amenities*. p 12.

¹⁵ Marcouiller, D., and G. Clendenning (2005) *The Supply of Natural Amenities*. p 10.

In Figure 1.3, the Environmental Kuznets Curve splits into two options, A and B post-Kuznets curve. Imagine these options as communities. “Current policies and future development initiatives will dictate how these relationships continue to play themselves out (as identified by options A or B).”¹⁶ Town A and B’s future are determined by conservation policies and development management styles. Community B extracted natural resources instead of initiating protection. Their landscape becomes depleted from natural resources. Meanwhile, Community A increased their economy through conservation to protect and support the amenity. Conservation efforts lead to more visitors that stayed, invested, and spent money in their community. For healthy amenity-based economic growth, conservation efforts for cultural and natural amenities are essential. Kornblum’s study of the Cape Cod National Seashore designation in the 1960s showed an increase in population growth and price of land near the seashore.¹⁷ Policies that safeguard cultural and natural landscapes create economic opportunities. “The very success of resource preservation and management on Cape Cod contributes to ongoing congestion and urbanization which, in turn, requires continued planning and management.”¹⁸ The guarantee of amenity protection, like National Park land, increases economic development.

New Amenity Economic Development

Amenities are not always quantitative and affect a multitude of principles. “Agricultural landscapes are valued not only for their production values but also for their aesthetic appeal, provision of rural environmental public goods and cultural heritage.”¹⁹ The human value on agricultural landscapes increases the demand for protection. Typically in rural areas the initial economy (traditional economy) is primarily focused on extraction of natural resources like

¹⁶ Marcouiller, D., and G. Clendenning (2005) *The Supply of Natural Amenities*. p 12.

¹⁷ Kornbloom, W., *Cape Cod: challenges of managed urbanism*. G.E. Machlis (eds), *National Parks and Rural Development*, Washington D.C. (2000)

¹⁸ Kornbloom, W., *Cape Cod: challenges of managed urbanism*. p 166.

¹⁹ Marcouiller, David, and Greg Clendenning. *The Supply of Natural Amenities*. p 11.

logging or mining. Examples of more advanced economic activities in a rural landscape can include a more amenity-based development like hotels, entertainment (zip-lines, horseback riding) and luxury activities (spas, salons). This new amenity-based development can damage the traditional landscape by increasing the demand for luxury activities. Small farms become dispensable by the creation of a demand for non-traditional economic activities.

In developed nations, urban upper-class citizens have larger amounts of disposable income with the growth in wage from technological advancements. In the following description, urbanites refer to upper to upper-middle-class citizens from metropolitan areas in both developed and newly developing countries. “These urban migrants, like many suburbanites, are searching for healthier, more authentic lives for themselves and for their families.”²⁰ Urbanites are captivated by the simplicity of rural life and temporarily relocate to the countryside. These urbanites are used to their *modern* lifestyles, easy access to goods and technology, and bring their *modern ways of life* into the rural landscape. Rural communities are at first pleased to have more economic opportunities through the arrival of their new neighbors, through opportunities like construction and urbanites purchasing goods. After the initial urbanite pilgrimage to the rural community the area can lose its authenticity from the encroachment from urbanites. The increase in urbanites changes the economic opportunities and consecutively the values of the community.

Original community members either work for the service industry or have “hobby-farms” to keep rural culture, tradition, and a sense of an agricultural landscape for the newcomers and themselves.²¹ Traditional farming tends to not be cost effective and time consuming: this is where incentives can support traditional methods. These urbanites don’t necessarily want the acts

²⁰ Young, Sebnem Y. *Hyper-Traditions/Hip Villages: Urbanite villagers of Western Anatolia*. TDSR Vol. 18. No. 2. 2007. p 29.

²¹ Ibery, B. *Farm diversification as an adjustment strategy on the urban fringe of the West Midlands*. Journal of Rural Studies. (2001)

and reactions of real farms, (loud noises, pollution, foul smells) but enjoy the idea of quaint farms. These “hobby-farms” maintain the agricultural landscape and support the cultural identity of the community.²² When urbanites locate to the rural area some start a personal hobby farms to feel more of a part of the community, to act as though they are a part of the rural landscape. Hobby farms create a sense that the village remains untouched by modern society. “The aim is only to create an imagined village, not a real one. After all, the urbanite villagers are not real villagers.”²³ Urban villagers are a phenomenon throughout the world, an influx of upper to upper-middle class citizens into a rural climate with attractive amenities. These urbanites change the social fabric of the village; they weave in their modern tendency that disrupts the organic villager.

In Sebnem Y. Young’s study of “young-hip villages” in northwest Turkey, urbanites that move to the rural countryside have a particular dream in mind. This idea replicates around the world. The urbanites that live in villages have a strong dislike for the mimicked culture that tourism brings. “[B]oth they and *their* villager-like villagers are more respectable than the villager-like-urbanites. The dislike for such a *crowd* is so apparent ... [they will not go near the seaside] because it is crowded with lower classes.”²⁴ Instead of swimming in public beaches, these urbanites will either swim in their pools or at exclusive private beaches. Urbanites that relocate to rural landscapes have to “confront their privileged identity...the result of an ingrained sense of superiority, these have become unintentionally manifest in patterns of speech and

²² Hall, C., A. McVittie and D. Moran. “What does the public want from agriculture and the countryside? A review of evidence and methods.” *Journal of Rural Studies*. (2004)

²³ Young, Sebnem Y. *Hyper-Traditions/Hip Villages*. p 32.

²⁴ Young, Sebnem Y. *Hyper-Traditions/Hip Villages*. p 37.

manner.”²⁵ The urbanite claims the village is theirs and if any other urbanites or lower-class urbanites come into the village, the other urbanites are disrupting the authenticity of the village.

The second-home upper-class urbanites have a divide between themselves and tourists. They do not want tourists to infiltrate their innocent village; they don’t want the urban to migrate to the villages. When the second home urbanites retreat to the village, they do not want to encounter other urbanites. “What is implied here is a hierarchical order that allows urbanites to cross class boundaries without losing their so-called real selves—but not villagers.”²⁶ The urbanites do not want their views of the village’s cultural aspect “(outfits, rituals, cuisine) [to change]; and those that should (local dialect-especially incorrect use of words-readiness to adopt marginalized urban habits, etc.).”²⁷ The urbanites bring their own culture (intellect, speech, and habits) into the village and expect those villagers to adapt to their way of life to their liking. This force of distinction separates urbanites from villagers and transforms the social and physical aspects of the village.

Amenity-based economics tends to lead to social transformation. Walker and Fortmann describe such a situation in California’s Sierra Nevada Mountains: when new community members from urban areas relocated to rural towns, they took over the political, social, and cultural landscape of the settlement. “Existing residents are more likely to sway towards social and cultural environments a focus to public policy,” while new-time residents are more concerned with natural and cultural conservation.²⁸ In the Sierra Nevada community, the urbanites changed policies to their likings and drove out long-term residents. This shift in power dramatically changed the cultural heritage of the town, and raises the question: who owns the

²⁵ Young, Sebnem Y. *Hyper-Traditions/Hip Villages*. p 37.

²⁶ Young, Sebnem Y. *Hyper-Traditions/Hip Villages*. p 37.

²⁷ Young, Sebnem Y. *Hyper-Traditions/Hip Villages*. p 37.

²⁸ Power, Thomas M. *The supply and demand for natural amenities: an overview of theory and concepts*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005. p 67.

landscape?²⁹ Do amenities belong to the people who maintained their culture and landscape for decades, or the new people that pour money into their new town? Original residents can be vulnerable by the new second home community of urbanites, when the urbanites begin to take control of the town local politics, economy and culture begin to change.

Natural and recreational amenities contribute to job growth—but at what cost? Equity, exclusion, and fairness are at stake in amenity-driven economies.³⁰ Rural areas with new urbanites “leads to privatization and redistribution of what were once public amenities,” and excludes original residents.³¹ Original residents also suffer from the increase in housing cost, tax rates, and living expenses. Long-term residents are driven out of their community or take low-wage positions to support the newcomers. This new urban interest in rural communities provides rural residents with service jobs that cannot support themselves to live in their community. Jobs available in tourist areas are usually seasonal, low-wage (especially for females), and highly labor-intensive. Supporting full-time high-wage positions with amenity-based economies is difficult.³² One can conclude that long-term amenity-based economics could lead to social inequality. Amenity-based economics in the long-term usually benefits the wealthy urbanites more than the original community members. “Conserving and enhancing aesthetics and wilderness can in some cases be used to disguise exclusivity, especially exclusion of the poor.”³³

There is a delicate balance to keep both parties content with the future.

Amenity-based economics produces a high-income elasticity because amenities are a luxury good. For example, if a village experiences a growth in the demand for the amenity, the

²⁹ Walker, P. and L. Fortmann, *Whose landscape? A political ecology of the “exurban” Sierra. Cultural Geographies*. (2003).

³⁰ Deller, S.C., T.Tsai, D.W. Marcouiller and D.B.K. English. “The role of amenities and quality of life in rural economic growth.” *American Journal of Agricultural Economics*. (2001)

³¹ Marcouiller, David, and Greg Clendenning. *The Supply of Natural Amenities*. p 15.

³² Leatherman, J. and D.W. Marcouiller. *Income distribution characteristics of rural economic sectors: implications for local development policy*. Growth and Change. (1999)

³³ Marcouiller, David, and Greg Clendenning. *The Supply of Natural Amenities*. p 15.

price to enjoy the amenity will increase because there is a limited supply. “The demand for environmental goods as amenities tends to increase more rapidly as income increases.”³⁴ There exists a breaking point where consumers are not willing to pay to live near or to experience the amenity. Urbanites that move to small towns increase the demand, but there is a limited supply. Many long-term residents cannot afford the increase in the cost of living and move out.

Societal change is one issue of amenity-based economics in rural landscapes. The Environmental Kuznets Curve indicates another obstacle in amenity-based economics; once more urbanites or tourists enter the rural landscape, there becomes a negative impact of the amenity through development. Friedland’s study of agriculture and rurality in Napa Valley focuses on the environmental concerns with the change in landscapes from a surge in wine tourism. Environmentalists became alarmed with the dramatic increase of vineyards because of the direct damage to watersheds and wildlife.³⁵ There is a point where the development of wineries invades on the natural resources that result in degradation of the rural landscape and in turn, development. The Environmental Kuznets Curve shows there must be a balance between conservation and development to succeed.

Emerging economies generally use natural resources for fundamental economic strength, it is not until development, technology, and income increases that amenity-based-economics is an option. Refer to the Marcouiller’s example given for the Environmental Kuznets Curve. In newly settled forested lands people harvested the trees for quick economic production. The community finds another economic draw other than just tree production. The trees grow back, and people enjoy the natural characteristics of the forest. People begin to relocate to the settlement because of the natural beauty. Now the community’s development is reliant on the

³⁴ Marcouiller, David, and Greg Clendenning. *The Supply of Natural Amenities*. p 15.

³⁵ Marcouiller, David, and Greg Clendenning. *The Supply of Natural Amenities*. p 11.

large trees and must protect them from and for future development. This trend is a non-traditional economic activity. At early stages of development, in a country or town, amenity demand is neutral. When development increases amenity demand increases as well, this can create a battle between the two forces. The early stage or low-income level community generally votes in favor of the economic growth and become willing to tradeoff the amenity for income. If the community can recognize the tradeoff of economic growth versus rural amenities, they can create a balance through conservation efforts and policies to regulate development.

Environmental degradation can happen in rural areas through economic growth. Developing countries embody this early stage or low-income level community and can destroy the natural amenities through favor of economic growth over conservation. Degradation of natural resources usually happens on accident without realization. The rise of economic pressures negatively affect rural landscapes; the Environmental Kuznets Curve can describe the process of economic effects in developed and developing nations.

No longer are traditional extractive industries (agriculture, mining and forestry) forming the backbone of the rural economy. Today capital is no longer viewed as simply the machinery or public infrastructure used in production, but rather there is a latent non-market attribute that is becoming increasingly important, specifically natural amenities and quality of life attributes...economic restructuring of most developed economies toward a service base has significantly reduced the importance of natural raw materials as inputs for production.³⁶

Economies have begun to focus on more amenity conservation to increase the quality of life. Economic development can be expressed through analyses of population growth, employment, and income levels. The World Bank Development Report described economic development as searching for an enhanced quality-of-life.

The challenge of development...is to improve the quality-of-life...a better

³⁶ Deller, Steven C., David W. Marcouiller, Donald B.K. English and Victor Lledo. *Regional Economic Growth with a Focus on Amenities*. Amenities and Rural Development. University of Madison. 2005. p 130.

quality-of-life generally calls for higher incomes-but it involves much more. It encompasses as end in themselves better education, higher standards of health and nutrition, less poverty, a cleaner environment, more quality of opportunity, greater individual freedom, and a richer cultural life.³⁷

Increases in quality-of-life provides the freedom to choose where people may reside. W.A. Lewis claims when people are free of financial constraints they can expand their choices, which creates a happier and more productive worker; this theory is called the quality-of-life-model.³⁸ The quality of life model's theory describes the migration of people to rural areas through popular amenities. People tend to find more tranquility when they can make free choices in where they live.³⁹ Upper-class urbanites search for this type of lifestyle and retreat to the rural landscape to find their sanctuary. Businesses are apt to locate or relocate to amenity-rich areas to keep their employees happy and efficient.

Socio-economic infrastructure (transportation, energy, and financial services) plays a role in economic development. When modern infrastructure in amenity-rich areas the amenity's value is affected, there can be an increase in pollution, businesses and people that can negatively impact the amenity. If an area lacks infrastructure the economic value deteriorates since few people can invest and enjoy the amenity. Amenity-based economics usually has a higher population growth through the increase in nature-based service, retail, increase in public utilities and real estate. An increase of people means a need for better infrastructure. Modern infrastructure supports more businesses, individuals and increases pollution. The amenity becomes harder to conserve but must be preserved to provide economic growth.

³⁷ World Bank. *World Development Report 1991: The Challenge of Development*. World Bank. (1991)

³⁸ Lewis, W. A. *Is Economic Growth Desirable?* ed. W. A. Lewis. London, Allen & Unwin. (1963)

³⁹ Dearien, Christy, Gundars Rudzitis and John Hintz. *The role of wilderness and public land amenities in explaining migration and rural development in the American Northwest*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2004. p 114.

Amenity-based economics has a need to conserve natural and cultural amenities, the more efficient way to balance the relationship between amenities and development is through policies and incentive programs. Rural amenities are unique to each region, difficult to pinpoint and bring economic development and infrastructure. Humans crave amenities and flourish with positive externalities, but the depletion of amenities can cause despair. Conservation is vital for the future of amenity-based economics.

CHAPTER 2: TURKISH AMENITY-BASED ECONOMICS

Turkey has 7,200 km of coastlines and borders eight countries: Armenia (311 km), Azerbaijan (17 km), Bulgaria (223 km), Georgia (273 km), Greece (192 km), Iran (534 km), Iraq (367 km), and Syria (899 km). Turkey forms a bridge between Europe and Asia and sits on the Black Sea, Mediterranean Sea, and the Aegean Sea. The country commonly is compared to Texas (for Americans) due to its size and variety in regional climates. The overall climate is hot; the country has dry summers and mild, wet winters. The interior of the country's climate is harsher. The terrain in Turkey is high central plateau with narrow coastal plains and several mountain ranges. Turkey has withstood 13 earthquakes in the past 70 years and moves approximately 20 centimeters a year.⁴⁰ The proximity to water and the North Anatolian Fault makes Turkey a vulnerable area for natural disasters. In 2016, 49.7% of land was used for agricultural purposes, 35.4% for development, and 14.9% was forested land.⁴¹ The North Anatolian Fault is 1,500 kilometers long from the Sea of Marmara (west) to Eastern Anatolian Highlands (east).

Turkey's location between Europe and Asia fosters a land of diverse cultures. In 2000 B.C.E. the first Turks came from Central Asia, and settlements and tribes broke off into independent empires. By the 11th century, a new wave of Turks migrated to what is modern-day Turkey. The Anatolian Seljuk State ruled Turkey from 1080 to 1303 C.E.⁴² When the decline of the Seljuk State occurred in 1299 the Ottoman Empire took over Turkey until 1923. In 1453, Sultan Mehmed II captured Constantinople, ending the Roman (Byzantine) Empire and

⁴⁰ *Turkey*. National Geographic. 8993. [nationalgeographic.com/explore/countries/turkey/#turkey-istanbul-cityscape](https://www.nationalgeographic.com/explore/countries/turkey/#turkey-istanbul-cityscape)

⁴¹ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.
<https://www.cia.gov/library/publications/the-world-factbook/geos/tu.html>

⁴² *A Brief Outline of Turkish History*. Turkish Cultural Foundation. 2017. Accessed 25 May 2017.
<http://www.turkishculture.org/general-1067.htm>

establishing the Ottoman Empire in Asia Minor and Balkans.⁴³ The Ottoman Empire grew and ruled throughout the Balkans, Middle East, and Eastern Mediterranean regions. In the 16th century the Empire lost its economic and military advantage to European powers.⁴⁴ The Ottoman Empire continued weakening until World War I after which it was replaced with the Republic of Turkey in 1923. “The first Grand National Assembly under the leadership of Ataturk created a new political and legal system based on the principles of parliamentary democracy, human rights, national sovereignty and division of powers, private ownership and secularism, and the separation of religion and state affairs.”⁴⁵ Turkey’s vast history and inclusion of many different civilizations created a diverse and robust culture.

Turkey’s location as an entrance from Europe to Asia also makes the country crucial in many world affairs and attractive to foreign investors. The Caspian Sea is an oil-rich area that provides opportunities for trade with Europe. With a population of over 74 million people, the majority of which are under the age of 60, there is the potential for the economy to expand.

The economic acceleration from industrialization and advancement in technology in the 1980s led to an increase in income disparity. “Between 1987 and 1994 the share of the national income earned by the bottom 20% of the population dropped by 7.25%, and in 1994 the richest 20% of the population controlled 47.7% of the wealth, while the poorest 20% controlled only 5.8%.”⁴⁶ The Gini coefficient measures and examines variation in income inequality, the higher the number, the more inequality in income variation. In 2013, the United Nations Development

⁴³ *Turkey Profile–Timeline*. BBC News. 26 April 2017. Accessed 23 May 2017. <http://www.bbc.com/news/world-europe-17994865>

⁴⁴ *A Brief Outline of Turkish History*. Turkish Cultural Foundation. 2017.

⁴⁵ *A Brief Outline of Turkish History*. Turkish Cultural Foundation. 2017.

⁴⁶ *Turkey-Poverty and Wealth*. Nations Encyclopedia. 2017.

Program (UNDP) ranked Turkey as the 69th lowest Gini-coefficient score, out of 187 countries.⁴⁷ There is a large gap between social classes in Turkey.

The urban upper class is smaller than the middle class and less diverse. Urban elites generally hold political power and have higher education. This segment is composed of wealthy business people, professionals, and government officials.⁴⁸ The urban middle class expanded during the early 1980s, but the increase in inflation hindered the growth of the middle class. The urban middle category of people is composed of residents generally with higher education. Wealthy families typically own several second homes, additional to their primary residence, around the country.⁴⁹ Both urban upper and middle groups own second homes, in general, the wealthier a family is, the more second homes they own. Most of these second homes are located in the Mediterranean or Aegean region and traveled to during the summer months to spend time with their families.

The income variability in Turkey is dramatic. Poor citizens and citizens that migrated from the village to city typically live in gecekondu housing. These homes are either illegally built, temporary homes or not up to building codes in larger cities. Multiple families live in one flat that can become overcrowded leading to unsafe and unsanitary conditions.⁵⁰ In rural areas the school may be miles away and too cumbersome for the low-income family to send their children to school. Meanwhile wealthy families tend to send their children to private schools and universities, and are some are given real estate (second homes) from their parents for further

⁴⁷ *Income Gini coefficient*. United Nations Development Programme, Human Development Reports. 2013. Accessed 31 May 2017. <http://hdr.undp.org/en/content/income-gini-coefficient>

⁴⁸ *Turkey-Poverty and Wealth*. Nations Encyclopedia. 2017.

⁴⁹ *Turkey-Poverty and Wealth*. Nations Encyclopedia. 2017.

⁵⁰ Ickert, Johanna, and Iain S. Stewart. *Earthquake Risk Communication as Dialogue – Insights from a Workshop in Istanbul's Urban Renewal Neighbourhoods*. Natural Hazards and Earth System Sciences Vol 16. 23 May 2016. p. 1160.

investment.⁵¹ The lower class citizen has a difficult time to move into a higher social class due to this large gap between classes.

Because Turkey was an agrarian nation, the rural working class was larger than the number of urban dwellers. After World War II thousands of Turks migrated to the cities. “Prior to the 1950s, more than 80% of Turkish residents lived in rural areas, and most of the migrants who came to the cities were unable to find affordable housing.”⁵² People began to build gecekondu housing. Gecekondu buildings increase environmental problems (water pollution from illegal building and insufficient infrastructure) and pose many safety concerns due to Turkey’s numerous natural disasters (earthquakes and floods). By 2016, 20% of the population lived in Istanbul and the population nodes remains comparatively small and scattered.⁵³ The birthrate suggests that by 2020 another 40 million people will be added to the population, at percent of which will be in urban areas, this will increase gecekondu housing.⁵⁴

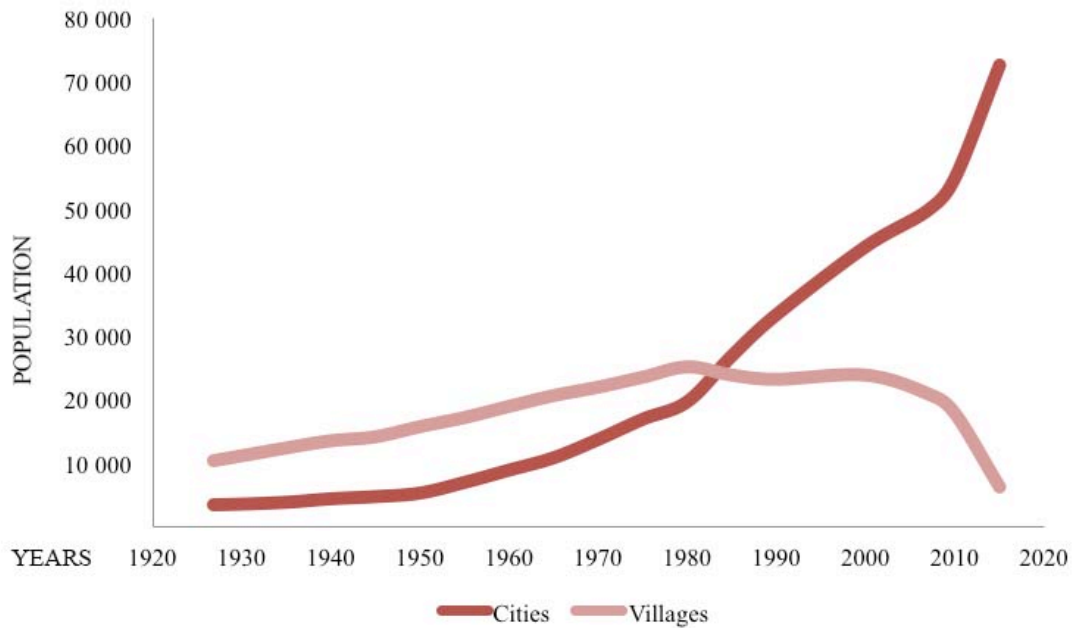
⁵¹ *Turkey-Poverty and Wealth*. Nations Encyclopedia. 2017.

⁵² *Turkey-Poverty and Wealth*. Nations Encyclopedia. 2017.

⁵³ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

⁵⁴ U.S. Department of Commerce. *Population Trends, Turkey*. Economic and Statistics Administration; Center for International Research. (April 1993). p 3.

CITY VS VILLAGE POPULATION IN TURKEY (1925-2015)



[Figure 2.01] City vs Village Population in Turkey (1925-2015). Source: *Population and Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

Turkey’s legal system is a “civil law system based on various European legal systems notably the Swiss civil code.”⁵⁵ Turkey’s presidents serve a five-year term with one possible re-election. A referendum passed in April 2017 to allow the president to have an executive post. The Council of Ministers are “nominated by the prime minister, appointed by the president ... [T]he Prime Minister appointed by the president from among members of parliament.”⁵⁶ The Council of Ministers has an executive authority that is led by the Prime Minister. “The fundamental duty of the Council of Ministers is to formulate and implement the internal and foreign policies of the state. The Council of Ministers is accountable to the Parliament in the

⁵⁵ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

⁵⁶ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

execution of this duty.”⁵⁷ There are 21 ministries, this study will focus on the Ministry of Culture and Tourism. Turkey has 81 provinces; each province contains districts. Each province and district have a government seat that administers the province or district. There is a total of 957 districts. The central district has the same name as the province; an example is the Çanakkale province’s capital city is Çanakkale, and the Ayvacık district’s capital city is Ayvacık; Hatay and Kocaeli provinces are the exceptions. The Ministry of Interior appoints the governor of the province.

Village governance is different from that in municipalities. Two of the three case studies in Chapter Three are villages. In 1924 the Law of Villages “supported by loans and tax policies aimed at reducing the burden on peasants.”⁵⁸ The Law of Villages brought modern educational programs in villages during the 1930s to 1940s (Yeşilyurt was one of the villages that received a school from this program mentioned in Chapter Three). In 2005, Municipalities Law (No 5393) determined that many municipalities were too small to function effectively. “Article 4 of that Law raised from 2000 to 5000 the minimum population for the establishment of a new municipality.”⁵⁹ Communities across the country lost their municipality status to revert to village status, with the increase in the number of villages led to reform that delivered some funding and functions back to these smaller settlements through mutual cooperation. In 2005 the Law Abolishing the Directorate General of Village Affairs and Amending Certain Laws (No 5286) removed the Central Directorate General of Village Affairs along with the services it discharged. It is up to the municipality to provide the following services to their citizens: urban infrastructure, environmental health, sanitation, geographic and urban information, fire

⁵⁷ *Legal and Political Structure*. Invest in Turkey: Investment Support and Promotion Agency of Turkey.

⁵⁸ Young, Sebnem Yucel. *Hyper-Traditions/Hip Villages: Urbanite Villagers of Western Anatolia*. TDSR Vol. 18, No. 11. (2007). p. 32.

⁵⁹ *Local and Regional Democracy in Turkey*. Council of Europe. 01 March 2011. Accessed 24 May 2017. https://wcd.coe.int/ViewDoc.jsp?p=&id=1754625&Site=COE&direct=true#P225_31758

protection, police, emergency services, park services, traffic, cemeteries, housing, culture, tourism, art, social services, and economic development. Conservation of cultural and natural assets is optional to the municipality.

“In 2011 around 12 million people (17% of the total population) live in villages.”⁶⁰

Outside municipalities manage these villages; villages with no municipal government nearby are under the provision of the provincial government and given limited access and power. “Whether within or outside municipal areas, village government continues to be very weak both institutionally and financially. There are no guaranteed sources of revenue (although the salaries of *muhtars* – Headmen - but not councilors are paid by Central Government).”⁶¹ Province Governors visit around half of their villages annually. The Ministry of the Interior improved drinking water and road systems in 2005 to villages since small municipalities throughout the country have limited resources for infrastructure improvement.⁶²

A General Overview of Turkey: History and Economy (1890-1950)

In the mid-1890s Turkey redefined their concepts of property to reflect those of western societies. The government embraced modernization through reformation of economic and socio-political changes in 1893 with the Tanzimat Reforms. The reform granted civil rights and property rights to men. The ability to develop freely in Turkey brought a building boom.

A rise of nationalism ignited in the 1910s that would eventually lead to the exile of Armenians and Greeks. The vacant buildings and land were either taken by influential and political people or reverted to the state. Changes in the ethnic and religious demographics dramatically altered intangible and tangible culture. After World War I Greece invaded Turkey;

⁶⁰ *Local and Regional Democracy in Turkey*. Council of Europe. 01 March 2011.

⁶¹ *Local and Regional Democracy in Turkey*. Council of Europe. 01 March 2011.

⁶² *Local and Regional Democracy in Turkey*. Council of Europe. 01 March 2011.

this would eventually lead to the Turkish War of Independence in 1920. In 1918 to 1922 the disintegration of the Ottoman Empire allowed the Turkish National Movement to rise. Greek non-Muslims in Turkey were exchanged for Turkish Muslims in Greece. Turks pushed Turkish citizens of Greek heritage from the Aegean Coast (their homeland) into western Anatolia until 1922.

Muslim refugees from Greece that came to Turkey settled into the abandoned homes. The newcomers would rehabilitate vacant properties and spur socio-economic transformations. Grecians “thrown out” of Turkey were predominantly artisans, tradesman, and merchants. The Minister of Exchange, Mahmut Celal Bey, described the exchange demographics to the parliament noting that, “the lifestyles and economic conditions of those arrive are not similar to those departing...those arriving are generally farmers ... [T]he overwhelming majority... peasants.”⁶³ The arriving population did not know how to tend to the land profitably; they had a considerable learning curve.

On 29 October 1923, the Grand National Assembly declared “Turkey a republic and Kemal Ataturk President.”⁶⁴ Traditionally Turkey’s economy was agricultural based; the Republic initially focused on reinstating agricultural production for exports and constructed transportation infrastructure (railroads).⁶⁵ The Germans developed private railroads in Turkey beginning in the 1920s. One of the most influential German rail projects was the Baghdad Railway (1930-40s) that connected Berlin to the Persian Gulf. The railroad is one example of the many economic ties between Turkey and Germany. The Turkish economy grew until the 1930s with the Great Depression. Post 1930 the economy began to stabilize with the adoption of a

⁶³ Turkish Grand National Assembly – Record of Minutes (1975) 2nd Election Period, Ankara, TBMM Press Hirschon. p. 89.

⁶⁴ *Turkey Profile–Timeline*. BBC News. 26 April 2017.

⁶⁵ *Turkey-Overview of Economy*. Nations Encyclopedia. 2017. Accessed 05 May 2017.
<http://www.nationsencyclopedia.com/economies/Asia-and-the-Pacific/Turkey-OVERVIEW-OF-ECONOMY.html>

policy that let the central government intervene in industries; this growth would continue to the 1980s.

Today, in 2018, Turkey is still reliant on agriculture. The government has a variety of subsidy programs and educational programs to support the agricultural sector. “About 40% of the labor force is engaged in agriculture, which provided 13% of GDP in 2001... About 90% of the cultivated area is devoted to cereals. Wheat is the principal crop, accounting for 59% of the total grain production in 1999.”⁶⁶ Other prominent crops are grapes, sugar beets, sunflower seeds, cotton, Turkish tobacco (predominantly grown in Aegean region), olives, tea, fruits, and nuts. Communities examined in this thesis depend on the harvested nuts (acorns and pistachios), olives (olive oil production), and the dairy industry for revenue. The mechanization of agricultural equipment allowed farmers to produce a greater amount of goods more efficiently.⁶⁷ With the modernization of farming, the country turned its attention to manufacturing and privatization in the 1950s.

Internal migration was spurred by the promise of better wages and higher standard of living. Istanbul experienced a dramatic increase in population because of the vast variety of employment opportunities. People left their homes to work in factories in urban cores. In the 1930s Istanbul’s population was 800,000. In 1980 its population was 4.7 million. By 2000 there were 10 million residents, and in 2016 Istanbul was home to over 14 million.⁶⁸

⁶⁶ *Turkey-Agriculture*. Nations Encyclopedia. 2017. Accessed 31 May 2017.
<http://www.nationsencyclopedia.com/Asia-and-Oceania/Turkey-AGRICULTURE.html>

⁶⁷ Young, Sebnem Yucel. *Hyper-Traditions/Hip Villages*. p. 30.

⁶⁸ Ickert, Johanna, and Iain S. Stewart. *Earthquake Risk Communication as Dialogue*. p. 1160.

Economic Growth Management: Tourism Industry (1950-2000)

Mass migration into metropolitan areas left rural Turkey under populated. The popularity of tourism began to increase in the 1950s facilitated by improvements in transportation (automobiles, planes, trains). Turkey saw this as an opportunity for people in countries (mainly in Europe) to think about visiting. The Law for Encouragement of Tourism Industry in 1953 was the central government's first attempt to spur Turkish tourism.⁶⁹ The government desired to foster new economic growth and to show the world the wonders of Turkey.

A development plan for tourism was created in 1963 to encourage development, focusing on sun-sea-sand tourism along the Aegean coast. The Five Year Development Plan attempted to eliminate socio-economic problems (low-income jobs, seasonal work, little to no education advancement) and labor migration. Rural communities accepted and encouraged tourism with little knowledge of the long-term effects on their homes. The focus on the Aegean region led to unanticipated rapid tourism development and social inequality. "After the 1960s, the village and the rural idyll were no longer idealized; instead the middle classes [from Turkish urban centers and Europeans] rushed to acquire flats and timeshares in coastal towns."⁷⁰

In the 1970s Turkey's central government began to take even more interest in the tourism industry. It was believed to be a way to increase the gross national product and bring in foreign money. Tourism was also a way to create new jobs for locals and vacation spots for Turkish citizens. Private investments and interests began to develop centered around Aegean coastal towns.⁷¹ Tourism would not only benefit the Turkish economy but was seen as a strategy to Europeanize the nation. As an associate member of the European Union since 1963, the country

⁶⁹ *Law for the Encouragement of Tourism*. Law No: 2634. Ministry of Culture and Tourism. 12 March 1982. Accessed 05 May 2017. <https://www.kultur.gov.tr/EN,113290/law-for-the-encouragement-of-tourism.html>

⁷⁰ Hirschon, Renée. *Crossing the Aegean*. p. 50.

⁷¹ Seckelmann, Astrid. *Domestic Tourism*. p. 85-92.

had not been accepted as a full member. Turkey wanted Europeans to think of it as a developed country so that it could eventually become a full member.⁷²

In the 1980s the government began to address infrastructure improvement projects, and planned development. In 1982, the Ministry of Culture and Tourism created incentives for private developers through the Tourism Encouragement Law No. 2634. Private entrepreneurs invested in hotels, yacht ports, and swimming pools.⁷³ The Ministry of Culture and Tourism did not regulate development; this resulted in illegal private beaches and rapid urbanization. The Turkish government “appropriated state-owned land for tourism development, reduced bureaucratic formalities for tourism investors, relaxed restrictions on the employment of foreigners in the tourism sector, introduced vocational education and training development projects, and gave precedence in telephone, telegram and postal services.”⁷⁴ These incentives through the state created a get rich quick approach with uncontrolled development.

The military coups in 1960, 1971, and 1980 interrupted peace and project developments. The coup in 1980 maintained military government until 1983.⁷⁵ The centralized government made it difficult to respond to the needs of local small communities. New legislation restructured local municipalities, but the delegation of some municipalities was facilitated and implemented the central government’s decisions.⁷⁶ The Tourism Encouragement Law and changes in the government created mass development, which led to gentrification and inequality for locals in resort villages.⁷⁷ Locals along the Aegean coastline were pushed out of their homes and either into urban slums or to the fringes of their community due to the dramatic increase in tourism and

⁷² Tosun, Cevat and C L Jenkins. *Regional planning approaches to tourism development: the case of Turkey*. Tourism Management 17, no. 7 (1996). p. 519-531.

⁷³ Tosun, Cevat and C L Jenkins. *Regional planning approaches to tourism development*. p. 519.

⁷⁴ Tosun, Cevat. *Challenges of sustainable tourism development in the developing world: the case of Turkey*. Tourism Management 22, no. 3 (June 6, 2001). p. 291.

⁷⁵ Tosun, Cevat and C L Jenkins. *Regional planning approaches*. p. 528.

⁷⁶ Tosun, Cevat and C L Jenkins. *Regional planning approaches*. p. 528.

⁷⁷ Tosun, Cevat. *Challenges of sustainable tourism development*. p. 294.

second homes. The new property owners, private developers and investors became the ones determining the future of the tourist communities since they were in control of development.

In 1989 the Turkish government implemented the Southwest Coast Environmental Project that upgraded infrastructure in tourist destinations. This gave a much-needed upgrade to the water supply, sewers, wastewater treatment and disposals in the towns experiencing visitors.⁷⁸ By 1990 the coastal settlements in the Mediterranean and Aegean regions were growing at a rate too rapid for management. The Marmara, Aegean and Mediterranean regions accounted for 85% of all tourist operations in the country.⁷⁹ Turkey's newcomer status into the tourism sector and dramatic increase in visitors resulted in the government's attempts to slow down development. The government changed the national tourism policy to abandon incentives and investments.⁸⁰

The country has faced ups and downs from 1980 to 2017. In 1994 the economy experienced a recession but recovered by 1997. In 1998 another slowdown was evident, tied to Asian financial difficulties. Then disaster struck in the form of 2 deadly earthquakes in 1999, resulting in an estimate \$10 billion loss.⁸¹ International agencies, like the World Bank, supported Turkey to rebuild and protect vulnerable areas prone to future disasters.

New amendments to the Law for the Encouragement of Tourism refined tourism in 2003 through the provision of Culture and Tourism Preservation and Development Regions (CTPDR) and Tourist Centers. These 25 tourism regions and tourist centers broke down the earlier approach. Tourism was concentrated in coastal and historic areas with fragile natural and cultural resources without a cohesive conservation plan. The Law of Encouragement of Tourism planned

⁷⁸ Tezcan, Berna. *Developing Alternative Modes of Tourism in Turkey*. Master's thesis, METU, 2004. <http://etd.lib.metu.edu.tr/upload/12605524/index.pdf>. p. 70.

⁷⁹ Tosun, Cevat and C L Jenkins. *Regional planning approaches*. p. 527.

⁸⁰ Tezcan, Berna. *Developing Alternative Modes of Tourism in Turkey*. p. 73.

⁸¹ *Turkey-Overview of Economy*. Nations Encyclopedia. 2017.

to address natural and cultural conservation issues.⁸² Article 3b in The Law for the Encouragement of Tourism states the following about conservation of amenities and tourism centers.

Cultural and Tourism Preservation and Development Regions: The regions having a high potential for tourism development, and/or having intensive historical and cultural importance, that are to be evaluated for the purpose of preservation, utilization, sectorial development and planned improvement. Boundaries of these regions are determined and declared by the Council of Ministers upon the proposal of the Ministry of Culture and Tourism.

Tourism Centers: The places with important tourism movement and activity and having priority in terms of development. They can be located inside or outside the Cultural and Tourism Preservation and Development Regions, and their boundaries are determined and declared by the Council of Ministers upon the proposal of the Ministry of Culture and Tourism.⁸³

The tourism centers are far and few between, and “are not accessible to the majority of local residents in tourist regions.”⁸⁴ The residents in the study area examined in Chapter Three have limited access to their tourism center.

The Ministry of Culture and Tourism developed a Tourism Strategy for Turkey 2023, with an action plan 2007-2013 to create and facilitate healthy development and long-term growth. The plan acknowledged the previous problems with the tourism approaches claiming they led to “mass concentration at the Mediterranean and Aegean Coastal areas, distorted urban development/house-building in back-shore and adjacent areas, and deficient infrastructure and environmental problems.”⁸⁵ In 2017 the National Tourism Council received information about

⁸² Tosun, Cevat and C L Jenkins. *Regional planning approaches*. p. 524.

⁸³ Turizmi Tevik Kanunu, No: 2634, Madde 3b, 1982, Deiklik: 2003. <http://www.kultur.gov.tr/TR/belge/1-44065/turizmi-tesvik-kanunu.html>. (Law for the Encouragement of Tourism, No: 2634, Article 3b, 1982, amendment in 2003.)

⁸⁴ Tosun, Cevat and C L Jenkins. *Regional Planning Approaches*. p. 527.

⁸⁵ T.R. Ministry of Culture and Tourism. *Tourism Strategy of Turkey-2023*. Ankara (2007). p. 44.

local needs from the new City Tourism Councils. Under Architectural Arrangements the plan addressed tangible built heritage by setting goals for the following.

- City museums shall be established to international standards,
- Buildings and structures and ruins of historical, cultural and architectural value will be restored,
- Projects shall be drawn up for restoration of historical city texture and old city centers,
- Lightning and landscape arrangements shall be made in the surrounding areas of such historical structures as monuments, castles, aqueducts, fortification walls, taverns, caravansaries and etc.,
- Catering facilities for travelers shall be constructed in the areas of historical attraction, and
- Several new *authentic* shopping centers shall be built such as large covered markets where such famous handicraft products as leather, carpets, jewelry and ornamental garniture will be presented, along with arrangements for restoration and improvement of existing ones.⁸⁶

Turkey's dedication to tourism led them to be proclaimed among the top 10 tourist destinations in the world in 2014 by the United Nations World Tourism Organization.⁸⁷

Tourism Expansion (2001-2017)

Turkey is now considered a developed country by OECD standards. The CIA's World Fact book on Turkey provides a condensed overview of the Turkish economy from 2001 to 2014.

Ankara adopted financial and fiscal reforms as part of an IMF program [in 2001]. The reforms strengthened the country's economic fundamentals and ushered in an era of strong growth averaging more than 6% annually until 2008. Global economic conditions and tighter fiscal policy caused GDP to contract in 2009, but Turkey's well-regulated financial markets and banking system helped the country weather the global financial crisis, and GDP rebounded strongly to around 9% in 2010-11, as exports returned to normal levels following the crisis. Two rating agencies upgraded Turkey's debt to investment grade in 2012 and 2013, and Turkey's public sector debt to GDP ratio fell to 33% in 2014. The stock value of Foreign Direct Investment reached nearly \$195 billion at yearend 2014.⁸⁸

⁸⁶ T.R. Ministry of Culture and Tourism. *Tourism Strategy of Turkey-2023*. Ankara (2007). p. 44.

⁸⁷ *UNWTO Tourism Highlights, 2015 Edition*. United Nations World Tourism Organization. June 2015. p. 6.

⁸⁸ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

Turkey cut its interest rate in 2015 to assist the economic rebound. The state involvement in industry, banking, transportation, and communication has been replaced with private sector activities led by middle-class entrepreneurs. The automotive, petrochemical, and electronics industries have become more important than textiles in exports.⁸⁹ The Baku-Tbilisi-Ceyhan pipeline opened May 2006 and supports the country's energy needs. Turkey depends on imported gas for 98% of the country's energy.

In 2016, approximately two million Turks worked and lived in Germany.⁹⁰ Germany also accounts for the highest number of foreign tourists in Turkey. Exchange between countries can result in a strong relationship; Germany and Russia both have strong ties with Turkey and those are reflected in tourism. Germany is Turkey's highest export partner at 9.3%, UK 7.3%, Iraq 5.9%, Italy 4.8%, US 4.5%, France 4.1% (2015) with the top five exports as apparel, foodstuffs, textiles, metal manufacturers, and transportation equipment. The five largest imports are machinery, chemicals, semi-finished goods, fuels, and transport equipment with the top import partners as China 12%, Germany 10.3%, Russia 9.9%, United States 5.4%, and Italy 5.1% (2015). These business affiliations create relationships between the two countries and can encourage tourism. Tourism in Turkey markets to many of these northern European countries.

"Go Turkey" Tourism (managed by the Ministry of Culture and Tourism) portrays the Aegean area as a beautiful natural and cultural region that begs visitors to explore. For example, an online travel guide advertises that "[y]ou can dive, surf, sail, parachute, water-ski, fish underwater, angle for fish, you can enjoy thermal waters that have been used for therapeutic purposes for centuries. You can visit the ruins, that are like an open-air museum, you can trace

⁸⁹ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

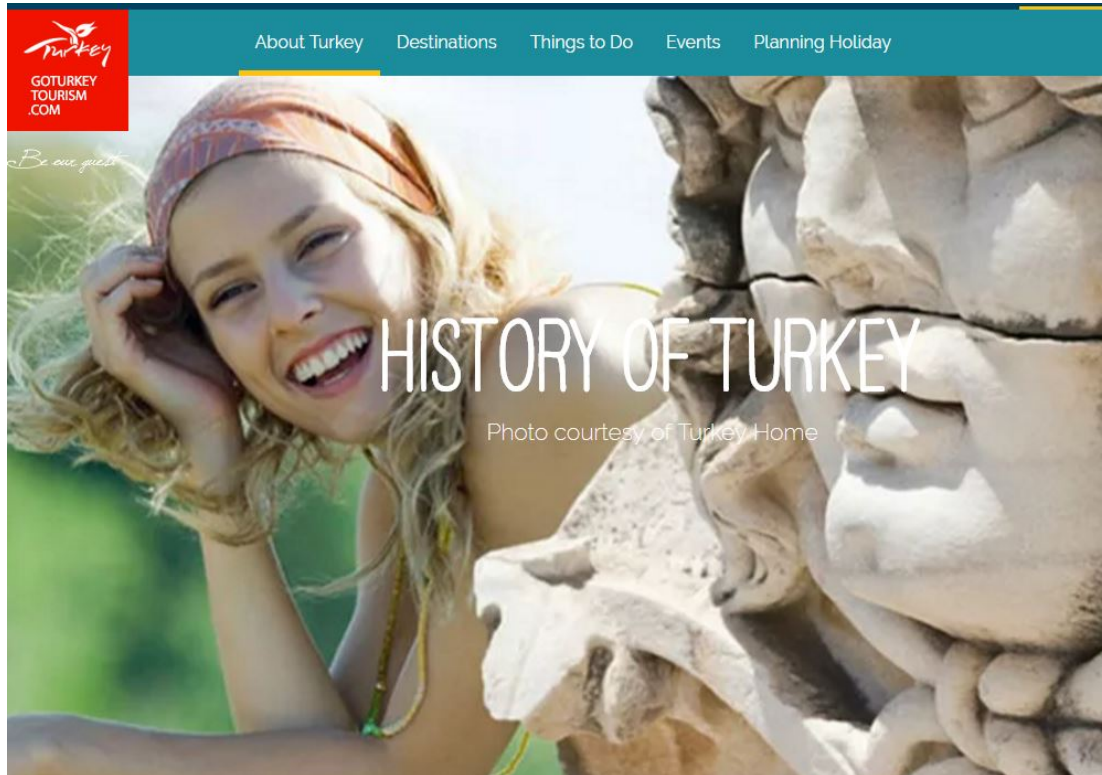
⁹⁰ *Turkey*. National Geographic. 8993.

humanity's journey of faith by visiting the sacred sites of many different religions.”⁹¹ Turkey markets the Aegean region as sophisticated and culturally diverse as Europe, and consistently makes reference to similarities of Turkey and Europe in the Go Turkey Tourism website. “With over 8.000 km of coastline and over 436 blue flag beaches, Turkey makes the perfect spot for beach holidays. Turkish coastline has some of the most beautiful pristine beaches in Europe, often with a backdrop of lush green forests and just a stone's throw from an archaeological treasure.”⁹² This markets to the European visitors, because most of their international tourism comes from Europe. Many of the images on the “Go Turkey” tourism website include northern European-looking models, making it easier for those Europeans to imagine themselves and their family in Turkey for vacation.



⁹¹ *Turkey's Aegean Region*. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/destinations-turkey/aegean-region-of-turkey.html>

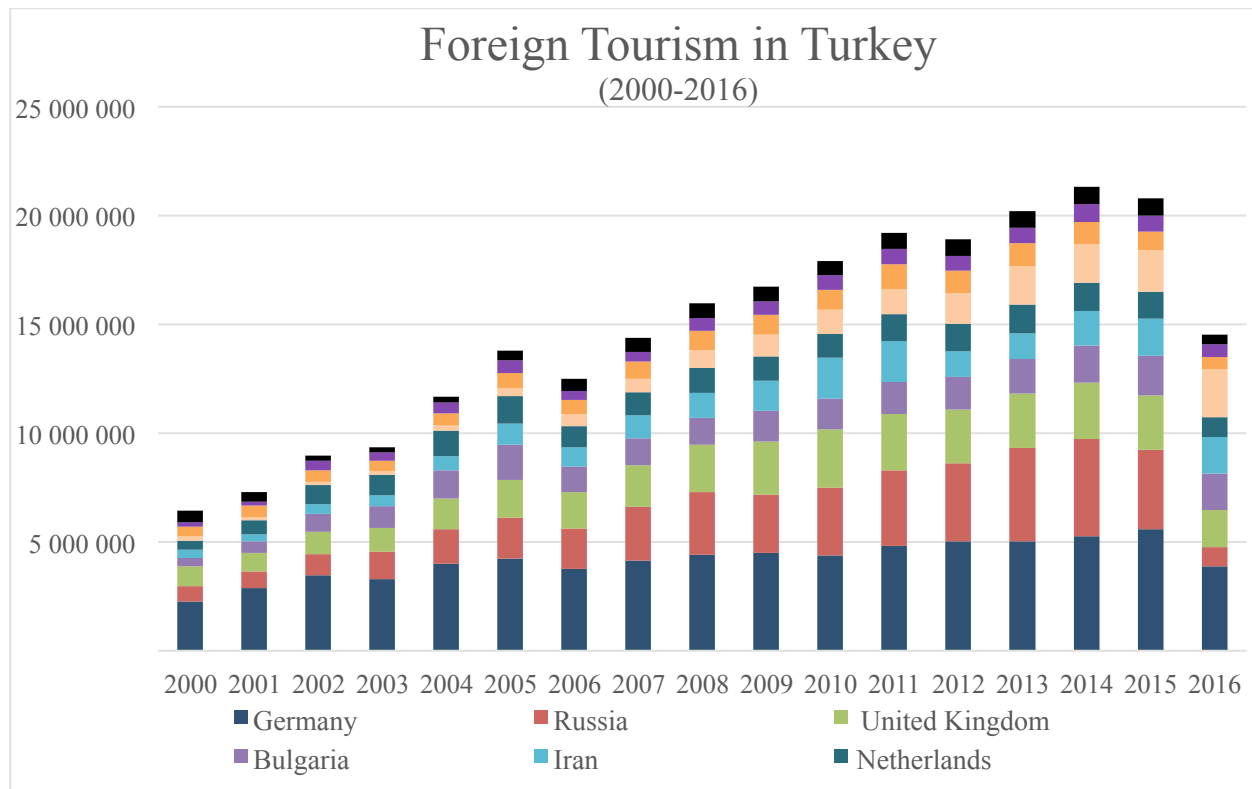
⁹² *Turkey's Aegean Region*. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017.



[Figure 2.02] “Go Turkey” tourism website. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/destinations-turkey/aegean-region-of-turkey.html>

Since 2000 the lira has lost value nationally and internationally. Although devalued currency usually stimulate lower class foreign citizens to travel, Turkey has experienced an overall decrease in foreign travelers. Terrorism and geopolitical disruption, such as the 2016 coup attempt, hurt the lira and discouraged tourism from developed countries.

Foreign tourism accounts for over half of all Turkish tourism. Tourists from many developed western countries dramatically declined from 2015 to 2016. Turkstat data shows that visitors from developed countries with low crime, little terrorism, and no civil unrest have dramatically declined since 2015. This is due to the growth in attacks from the Islamic State, Kurdish militants, and distrust in Turkish government. Bordering countries and countries accustomed to terrorist attacks and government skepticism show a tourism increase in Turkey. The top ten countries visiting Turkey from 2000 to 2016 in descending order were Germany, Russia, United Kingdom, Bulgaria, Iran, Netherlands, France, America, and Greece. Bulgaria is the only country within the top ten foreign tourists with an increase in Turkish tourism (15.4% increase). Russia is the country with the largest decline in tourism from the top ten tourist countries with a 76.26% decrease. In the top ten most significant tourist countries into Turkey, there is an average decrease from 2015 to 2016 of -25.72%. The overall average rate of change from 2015 to 2016 from all countries is -30.05%. The international tourism market is bleak for Turkey as of 2016; the future of tourism relies on the imagined safety of the European tourists.

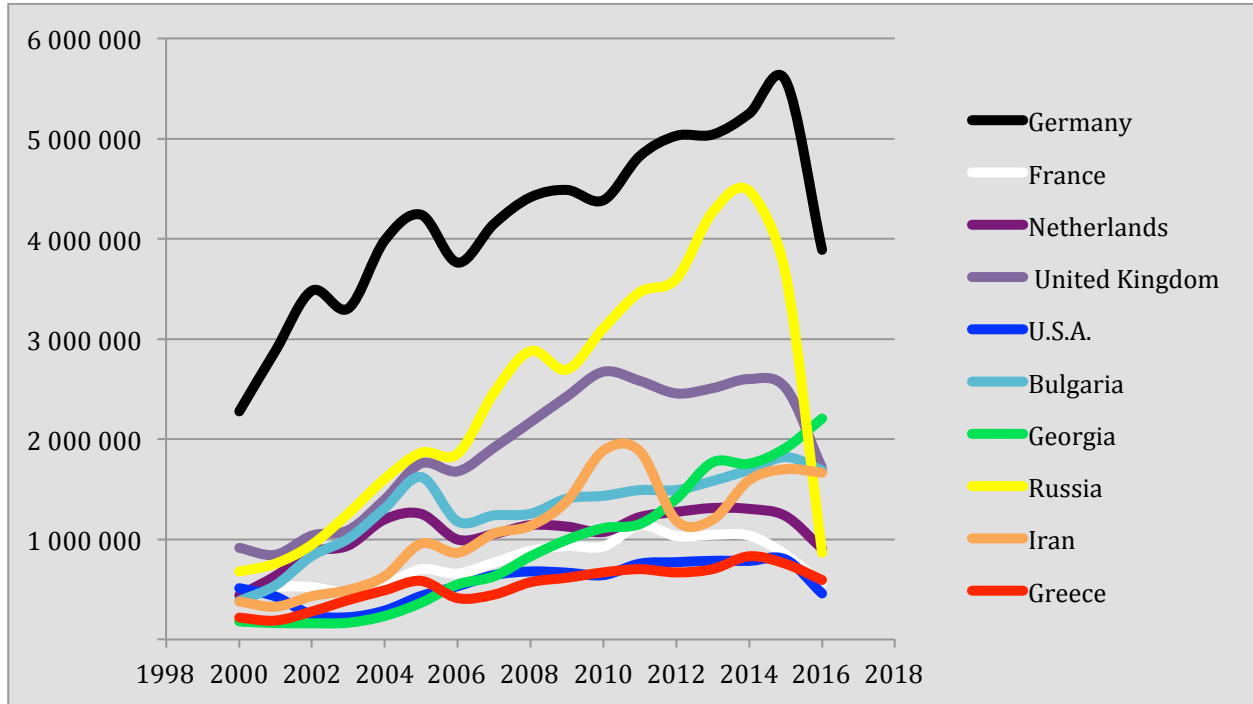


[Figure 2.03] Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

The countries with the highest ratio decline are as followed: Russia (-76.26%), Libya, Hong Kong, Syria, Iceland, Luxembourg, Iraq, Slovenia, Uruguay, Poland, Czech Republic, New Zealand, Italy, Japan, and Chile (-57.37%). Russia is the second largest foreign population to visit Turkey, so this dramatically affects their tourism industry. The decrease in Russian tourists fell sharply after the Turkish government shot down a Russian plane. The other countries mentioned do not have as much effect on the economy as Russia. The countries from highest to lowest increase in tourism are as followed: Ukraine (47.91%), Ocean Countries (defined by OECD), Israel, Bahrain, Jordan, Palestine, Saudi Arabia, Georgia, Yemen, Senegal, Albania, Kuwait, Algeria, Azerbaijan, and Kyrgyzstan (0.57%).⁹³

⁹³ *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

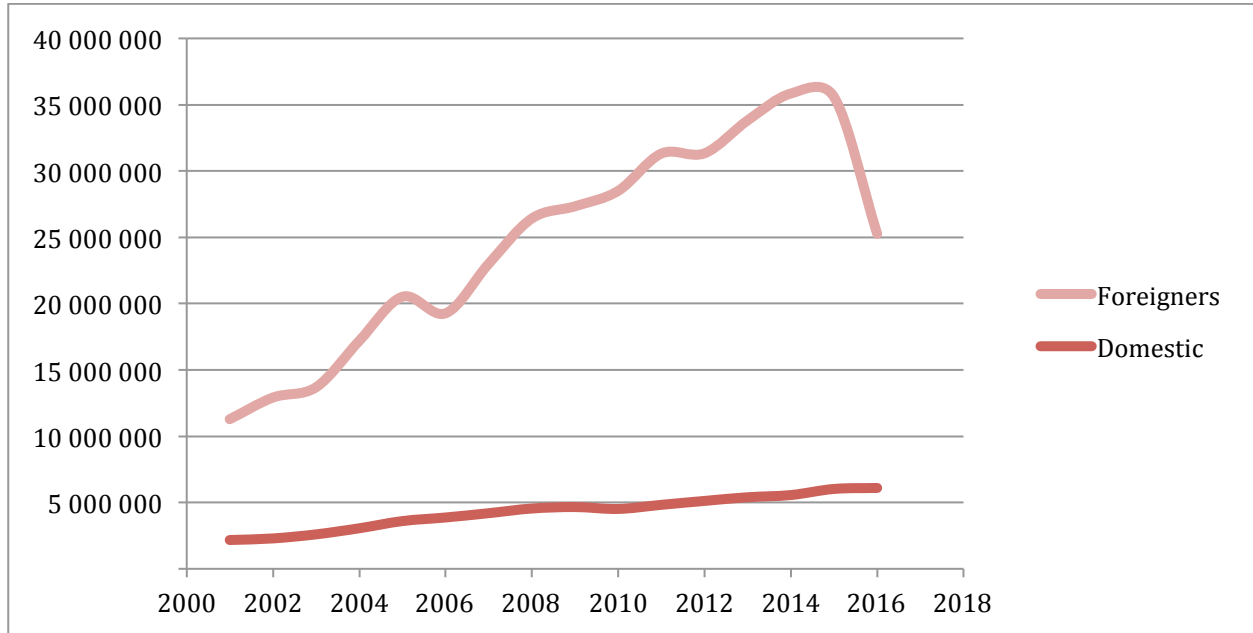
FOREIGN TOURISM IN TURKEY.



[Figure 2.04] Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

The top ten countries with highest annual number of visitors have an overall rate of -25.72% decrease in tourism from 2015 to 2016. The top 20 foreign tourist countries include Ukraine, Syria, Belgium, Italy, Austria, Azerbaijan, Sweden, Iraq, Romania, and Poland; these ten countries have a rate -33.22% of tourism from 2015 to 2016. The top 20 countries average at a decrease of -29.47% of Turkish tourism from 2015 to 2016. Foreign citizens visiting Turkey has dramatically decreased from 2015 to 2016. Meanwhile, Turkish citizens traveling across their country has slowly increased.

DOMESTIC VERSUS FOREIGN TOURISM IN TURKEY



[Figure 2.05] Domestic versus Foreign Tourism in Turkey. *Tourism Demography*. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

Domestic Tourism

Domestic travel has fluctuated throughout the years. During the 1980s, the majority of the hotels were filled with Turkish citizens.⁹⁴ Turkey became a tourist destination that catered for Europeans by 1997. With the recent decrease in foreign tourism, some areas in Turkey completely rely on domestic tourism. Domestic tourists are freer to traverse the country because they can drive their cars throughout the region and are fluent in Turkish. The expansion of other forms of transportation in Turkey has led to an increase in tourism and industry. In 2013 there was a total of 98 airports (58th country comparison to the world). The merchant marine amounted to 629 only two strictly passenger and 60 passenger/cargo (rank 18th in the world).⁹⁵ Travel became easier with the growth in transportation and infrastructure funding. People from

⁹⁴ Seckelmann, Astrid. *Domestic Tourism*. 85.

⁹⁵ *The World Fact book: Turkey*. Central Intelligence Agency. January 2017.

metropolitan areas, such as Istanbul, can easily escape the urban environment for a weekend getaway with the rapid growth in paved roadways and bridges. Upper-class urbanites in cities are purchasing condominiums and second homes in the Aegean coastal areas for summer getaways. The increase in economic vitality in urban centers and accessible transportation systems, like highways, supports these second home urbanites.

Rural Turkey (1980-2017)

Istanbul elite urbanites began to purchase second homes in the remote rural Aegean region starting in the 1980s. Rural Turkish villages morph into a hip place to live with the pilgrimage of urbanites. These urbanites purchase cheap older homes, restore them or convert these older buildings into boutique shops, restaurants, or hotels. “Soon, however, other urbanites followed, usually upper-middle-class professionals frustrated with what they considered the cultural and physical pollution of Turkey’s cities.”⁹⁶ Most of the second home urbanites come from larger Turkish cities, such as Istanbul or Ankara. Foreigners tend to feel more *out of place* living or temporarily residing in these rural communities. They tend to not feel as comfortable with the Turkish language and feel more like an outsider than their Turkish urbanite counterparts.⁹⁷ These Turkish urbanites that own second homes in rural Turkey are generally near the end of their career or retired with professions as professors or heads of large corporations. They want to find their way back to the old Turkish ways of life, an image of the country life that has been morphed and produced by this popularity of getting back to the roots. Urbanites can temporarily flee the metropolitan area to come to the myth of an ideal rural home, an ideal imagined village where people live and work in nature. “The irony, as with tourism, is

⁹⁶ Young, Sebnem Yucel. *Hyper-Traditions/Hip Villages*. 29.

⁹⁷ Discussions with locals in Yeşilyurt, Istanbul and Ankara.

that the more people arrive seeking unspoiled landscapes, the more likely it is that qualities that attracted them will disappear.”⁹⁸ These urbanites usually want high quality of olive oils and food (organic fruits and vegetables) to play out their high quality of life. These village elites do not swim on the public beaches, but rather their pools or have a membership to a private beach.

This growing trend has both a negative and positive effect for locals and cultural and natural amenities. An area can endure only so much extraction and development before it negatively affects natural and cultural amenities (Environmental Kuznets Curve). The urbanites that relocated to the rural village create a new community within the village. This movement “has revealed stereotypes and generalizations implanted through their enculturation as “urbanites,” involving differences that are not only seen to exist, but which are expected to exist.”⁹⁹ These urbanite villages are growing; some have boutique hotels to cater to those that do not own second homes or want to explore an untouched village. An increase in development generally means destruction to amenities, but an increase in upper-class citizens that have political authority and abundance of funds for conservation can have a different effect. Although these new citizens may be able to protect these tangible amenities, they fall short of protecting intangible amenities. There becomes a social disconnect between urbanites and tourists with villagers.

Although the urbanites want to go back to nature, they still require modern amenities like cable TV, Wi-Fi, and modern infrastructure. Their modern amenities are placed into a traditional shell of a building. Some urbanites will purchase older properties in villages to rehabilitate or restore to turn into their summer home, while others simply buy an empty lot to build a new home. These new homes are typically concrete frame with brick-infill or stone veneer that

⁹⁸ Young, Sebnem Yucel. *Hyper-Traditions/Hip Villages*. 36.

⁹⁹ Young, Sebnem Yucel. *Hyper-Traditions/Hip Villages*. 34.

replicates the organic pattern of development and imitate the vernacular design; this will be further discussed in the next chapter. Urbanites want to conserve the natural and cultural aspects of the villages and are disappointed when traditions are not authentic to their taste. Their attention and money to these stranded communities is a blessing and a curse. Villages have lost their original tenants, but have gained a new life, not an authentic traditional life, but a life that is at the moment able to protect some sense of tangible amenities.

Turkey's transformation in the tourism industry had multiple hurdles that produced a high concentration of development on the Aegean coast. Turkey has tried to control and encourage foreign tourism into the 21st century due to government distrust and increase in terrorism. This political unrest is not healthy for an amenity-based economy. The combination of terrorist attacks, proximity to war, and civil unrest in Turkey has led to a quick decline in European and western tourism, but domestic tourism and foreign travel from civil unrest societies are at a slow and steady incline.

CHAPTER 3: CASE STUDIES

A rapid increase in development occurred along the Turkish Aegean coastline as a result of aesthetically pleasing qualities, a growth in economic wealth throughout the country, and incentives driven by the Turkish government starting in the 1960s. New developments, such as seaside resorts, have changed the social dynamics and physical appearance of Turkish villages. “The *old city* exemplifies the human scale, individuality, care and craftsmanship, richness and diversity that are lacking in the modern plastic, machine-made city with its repetitive components and large scale projects.”¹⁰⁰ These plastic, cheap, and quick made cities lack the character and integrity of old cities, or villages. Istanbul, although has its historic qualities, has a massive amount of new construction much of it void of architectural appeal. Some urban upper-class citizens from Istanbul long to return back to the villages to temporarily escape the machine-made city: a way to return back to a simpler ancestral life. Through their visitations of the *old cities* the urbanites bring with them machine-made technology and modern urban culture. It is these actions that change the social and physical construct of the village, and morph the economic drivers in these remote villages.

Promotional material—such as online marketing, flyers, billboards, etc.—for amenity-rich areas include the promises an authentic experience. But as a city moves towards a tourism and amenity-based economy, however, the communities that once constituted the culture tend to fade. *Authentic experiences* of the intangible heritage become less genuine and tend to take on an imitated version of culture that becomes distorted over time. The decline of traditional resource-based economies of historic settlements sometimes introduced amenity-based development.

¹⁰⁰ Appleyard, Donald, *The Conservation of European Cities*. Cambridge, MA: MIT Press, 1979. p. 19.

Location

The case study sites were chosen based on similarities in amenities, such as their proximity to the coast, olive groves, and mountainous region. Also all three sites are located close to each other (within a 20-minute drive from each other) that provide them with a shared history and culture. The sites differ in size, from a village to a city. They all have different types of development, such as condos for the middle class to second homes to the elite that provide a variety of social and political changes in all three case studies. To understand the overall context of the sites, this analysis provides a description of the broader amenities that encompass all case studies before exploring each individual site.

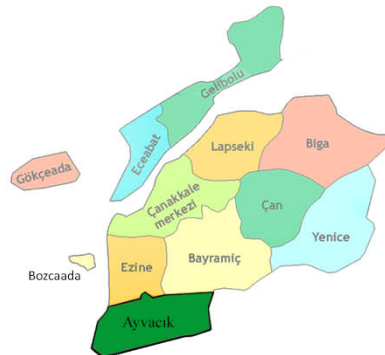
Regions in Turkey



Provinces in Marmara Region



Districts in Çanakkale Province



[Figure 3.01] This map shows the regions and provinces of Turkey and districts within the Çanakkale province. The case studies are located in the Ayvacık district within Çanakkale province in the Marmara region of northwest Turkey.

The three case studies are in the Ayvacık district of the Çanakkale Province in northwest Turkey. This region is rich in culture, pine forests, olive groves, maritime life, and seafood. Formerly known as Troad, this area was predominantly settled and populated by Greeks until post-World War I. The Ayvacık district contains 64 villages and two towns. Larger city municipality systems manage most of the villages; the district municipality in Ayvacık controls the local municipality. Ayvacık reports to the province of Çanakkale municipality for funds and guidance. The Ayvacık district coastline stretches 83 km, most of the beaches are private and can only be accessed. Çanakkale has an area of 9,950 km², while the Ayvacık district has an area of only 874 km². Over half (52%) of Ayvacık district is forest and sits on a volcanic plateau. The Kazdağı Mountains stretches parallel to the Edremit Gulf. The lower part of the district along the Gulf of Edremit has a climate similar to the Mediterranean. The inner parts of the district have an environment similar to Marmara.

Ayvacık's economy top drivers are tourism, agriculture, carpet weaving, carpentry, charcoal, fishing, and animal husbandry. Tourism is (since 2010) considered (by the Ayvacık municipality) to be the most vital part of the district's economy. Ayvacık receives a spike in domestic tourism and second-home migration in the summer months. Since 2015, the district received an increase in tourism during winter months, as evinced by Turkstat data and Ayvacık Municipality.

Most of summer visitors are Turkish and, while tourism is inevitably important to the local economy, even in August the number of visitors doesn't match those at the country's more renowned destinations. Away from the resort towns, life goes on much as it always has, with farming and fishing providing a livelihood for the bulk of the population.¹⁰¹

¹⁰¹ *Coastline of Turkey*. National Parks of Turkey. 2014. Accessed 11 May 2017. <http://nationalparksofturkey.com/coastline-of-turkey/>

Ayvacak is not as popular as other Aegean coastal towns, like the villages closer to Izmir, but the increase in second homes and visitors grows annually. The central government states that Ayvacık is one of the few high-tourist areas that claim to be culturally and economically untouched.¹⁰²

Regional Amenities

All three sites are within 24.3 km (15 mi) of each other with many similar shared natural and cultural amenities. There are thirteen villages from Adatepe to Assos (25.8 km) that hug the coast and mountain range with similar attributes to Yeşilyurt. All thirteen of these settlements contribute to the cultural amenities of the region with their vernacular architecture and Greek and traditional Turkish culture. These settlement's attributes contribute to the overall tourism and second home development in the case study settlements.



¹⁰² *Bürokratlarımızın Ayvacıkta Daha Fazla İlgi Göstermesini İstiyoruz [We want our bureaucrats to show more interest to Ayvacık].* 28 October 2016. Ayvacık Belediyesi. Accessed 03 May 2017.

[Figure 3.12] An aerial map of the three case study sites with the Ayvacık district outlined.
Source: Base map from Google Earth.

The area that encompasses Büyük Çetmi (now Yeşilyurt), Küçük Çetmi to Küçükkuyu was the stages for multiple Greek mythological stories. This area was Zeus' birthplace (near Mount Ida which is just east of the case studies) where he was raised by nymph Idaea and fed goat milk and honey.¹⁰³ Paris of Troy was abandoned here as an infant. Later in Paris' life he judged the first beauty contest of the three goddesses (Hera, Aphrodite, and Athena) with the golden apple as a trophy in the same area. Zeus watched the Trojan War from an area near Mount Ida, for this was one of his favorite areas to lounge. In Küçük Çetmi Aphrodite warded off leprosy by bathing in the healing thermal waters. These stories add a sense of mysticism to the villages that surround the Kazdağı Mountains and are depicted in tourist sites around the region.

In Greek mythology, Aphrodite began to lose her beauty and was thrown out of Olympus because of her leprosy. Aphrodite searched for healing waters in Ida Mountain where she found a cave with hot springs. Aphrodite washed herself every day in the healing waters to remove her leprosy to regain her former beauty.¹⁰⁴ These healing waters are located in the village of Küçük Çetmi, north of Küçükkuyu and east of Yeşilyurt. The spas in Küçük Çetmi bring in hundreds of tourists each year because of the natural hot springs and the mythology surrounding the springs. Ayvacık-Tuzla hot springs were declared a thermal tourism center in 2006. The thermal tourism (spa tourism) in Turkey has increased from the early 2000s in the Ayvacık region. Yeşilyurt, located 1.3 km west of Küçük Çetmi, does not have any natural hot springs, but benefits from the

¹⁰⁴ *Köylerimiz [Our Village]*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. 2017. Accessed 02 April 2017. <http://www.kucukkuyu.bel.tr/>

Aphrodite hot spring tourism. Yeşilyurt and the surrounding villages have luxury spas marketed to tourists. The stone homes in Küçük Çetmi are like those of Yeşilyurt. This village brands itself through tourism outreach, like many of the surrounding villages, on a place sought for health. There are Aphrodite spa baths, hotels, and pools. They also claim clean air and high oxygen rate, organic fruit, local herbs, pine and olive trees, and quiet surroundings will bring peace and health to visitors.

Adatepe village is similar to Yeşilyurt village with its isolated location north of Küçükkuyu (2.5 km from the city center) and east of Yeşilyurt (4.3 km). The views from the village overlook the Edremit Gulf. The built environment (two-story simple stone homes) and natural surroundings (olive groves, pine trees, and mountains) is similar to Yeşilyurt. The village was declared an urban protected area in 1989 and is the only completely protected village in the region. Tourists travel to Adatepe from the surrounding village for the views of the Edremit Gulf, the Zeus Altar, relaxation, and village culture. Adatepe has a workshop open to the public to teach visitors and residents traditional ways of life: philosophy, rug making, traditional dyes, music and dance, and traditional olive-oil production.



[Figure 3.02] From left to right to bottom: Zeus Altar located in Adatepe, a basket of local dried herbs, and the line below is an example of the built environment of the villages in Ayvacık these photos were taken in Adatepe. Source: Author's photos.

Regional Natural Amenities

Natural amenities include topographical features, water features, and flora and fauna that create a landscape. Kazdağı National Park includes 121.5 Hectares (300.2 acres) of land on the southern slopes of the Kazdağı Mountains (this encompasses Mount Ida). Karataş Tepe, in the Biga Peninsula, is the highest peak in the national park at the height of 1.774 km (5,807 feet).¹⁰⁵ The central Turkish government protects the Kazdağı National Park. In 1994 this area was enlisted as a National Park due to its abundant vegetation, the variation of flora and fauna, and was the backdrop to many mythological stories (as stated in the previous section). The National Park “has some 32 endemic species...as for flora approximately of 800 plants so far, 77 of these types can be grown only in Turkey, 29 out of 77 are endemic.”¹⁰⁶ The vast olive groves and pine tree forests surround Çanakkale province and provide economic vitality through the production of olives, olive byproducts, and visitors that enjoy forest lands.

The Edremit Gulf contains the infamous clear blue waters of the Aegean Sea, where tourists come to swim, snorkel, play water sports, fish and boat. The coastline is very similar to Grecian islands in the Aegean, but in the lower Çanakkale province, the coastline is not completely overtaken by hotels (as of 2016). The Edremit Gulf brings a sense of beauty and economic vitality to the settlements nearby. The traditional economy relied on fishing and exportation of goods. In the 21st century the economy relies on the coast for tourism, fishing, and as a seaport.

¹⁰⁵ *Kazdağı (Mount Ida) National Park*. National Parks of Turkey. 2014. Accessed 11 May 2017. <http://nationalparksofturkey.com/kazdagi-mount-ida-national-park/>

¹⁰⁶ *Kazdağı (Mount Ida) National Park*. National Parks of Turkey.

Views from the mountains are impressive; one can see the bright turquoise coast, mountains, and abundant plant life. Many of the villages nestled in the foothills of the mountains have the views of the beach and mountains. Most villages of Ayvacık settled in the foothills of the mountains are about a 5-minute drive to the coast. Rivers, streams, and waterfalls are also located in the foothills of the Kazdağı Mountains, like Mıhlı Stream. These water sources allow visitors another place to swim and enjoy nature.





[Figure 3.03] From top to left to right: Kazdağı Mountain range looking towards the National Park, an example of activity on the Aegean coast, and an example of one of the streams in Ayvacık District. Source: Author's photos.

Cultural Amenities

Asia Minor's culture is influenced by ancient Greece, more specifically Aeolians. Grecians claimed Asia Minor home since 1000 B.C.E.. Aeolians from the island of Lesbos settled in Ayvacık in the 6th Century B.C.E., this first Aeolian settlement in Ayvacık is Assos. The people from Assos established villages and towns around the surrounding region. People from Lesbos brought their ways of life and building techniques to their new homes. Examples are in the built environment and intangible heritage, like olive production. Nomadic Turks also settled Troad; they brought their cultural traditions, such as rug making and flat bread. "Local cuisine heavily features seafood and wild herbs, served cooked or raw, usually dressed with olive oil. Well-skilled villagers weave carpets from naturally dyed wool using regionally based original designs."¹⁰⁷ The two cultures melded together and can still be in the region.

¹⁰⁷ Ayvacık. *Visit Çanakkale*. 2013. Accessed 12 May 2017. <http://www.visitcanakkale.com/EN/ayvacik/S/1913>

Intangible Heritage

Intangible heritage is a heritage that one cannot hold and touch, like the traditions around making a food or traditional dance and music. UNESCO established a list of Intangible Cultural Heritage in 2008 for awareness and protection of intangible cultural heritage. In 2016 Turkey inscribed 15 elements onto the UNESCO Intangible Cultural Heritage of Humanity. Some intangible heritage elements inscribed are present in the case study area.

The process of flatbread making and sharing: inscribed in 2016 on the list of Intangible Cultural Heritage of Humanity (UNESCO) 11.COM. “The culture of making and sharing flatbread in communities of...Turkey carries social functions that have enable[d] it to continue as a widely-practiced tradition.”¹⁰⁸ The tradition of making the bread is a participatory process that involves at least three women. In rural areas, women gather together to make the bread at a social gathering. The bread is used in a variety of foods (Gözleme, lahmacun) and eaten or used during celebratory events (weddings, funerals, holidays).

¹⁰⁸ UNESCO: Intangible Cultural Heritage. *Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka*. Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015. Accessed 08 May 2017. <http://www.unesco.org/culture/ich/en/RL/flatbread-making-and-sharing-culture-lavash-katyrma-jupka-yufka-01181>



[Figure 3.04] A village local with her flatbread made from a monthly meeting with other villagers. Source: Author's photo.

Traditional way to make carpets & kilims: The art of carpet and kilim weaving has become engrained in the Turkish intangible culture. “Seljuks introduced carpet weaving techniques into Anatolia in the 12th Century.”¹⁰⁹ Kilims are rugs without a knotted pile. Carpets and kilims are used for comfort and décor. They are usually hung on the wall or placed on the floor.

Traditionally, women weave carpets and kilims and men do the repairs. Young women were taught tradition weaving, dying, hand-spinning and Turkish motifs for fabrics at a young age. It was desirable to marry a woman that was a skilled weaver so she could offer her skills as part of the dowry.¹¹⁰ Families passed on these traditional weaving methods and tribal motifs from

¹⁰⁹ Ornelas, Mariana. *Women and Carpet Weaving in Turkey*. Turkish Cultural Foundation. 2017. Accessed 07 May 2017. <http://www.turkishculture.org/tapestry/anatolian-carpets/carpet-weaving-tradition-600.htm>

¹¹⁰ Valcarengi, Dario. *Kilim History and Symbols*. Milan: Electa, 1994.

generation to generation in the Turkish tribes in Anatolia. “Since the 19th century, there has been a tremendous demand for Turkish carpets and kilims. This development was responsible for the proliferation of carpet companies. Today, about 95% of women employed in this industry work for these firms.”¹¹¹ Acorns from northwestern Turkey, Assos, were crushed and used for dyes for fabrics for carpets and kilims. These dyes and fabric products were exported from Assos’ port. Since the 1960s most of the dyes for rug making are synthetic.

Çanakkale Çini Ceramic making: Çini was inscribed in 2016 (11.COM) on the UNESCO List of Intangible Cultural Heritage of Humanity. Çini is the “traditional, handmade glazed tiles and ceramics made in [the province of Çanakkale in] Turkey featuring colorful motifs of plants, animals and geometric patterns often found on facades of buildings and in homes throughout the country.”¹¹² The designs are hand-drawn and then dyed onto the surface of the clay; the pottery or tiles are then glazed and fired. “Practitioners consider çini making as an outlet for self-expression, development, and healing, as well as a means of maintaining an art form that is a symbolic aspect of Turkey’s cultural identity, strengthening links from the past to the present providing continuity.”¹¹³ Çanakkale was a ceramics manufacturing center from the late 17th century until the first quarter of the 20th century. Large plates, shallow dishes, jugs, pitchers, ewers, writing-sets, dishes, figurines, lamps, and jars were made from the local red clay.

¹¹¹ Ornelas, Mariana. *Women and Carpet Weaving in Turkey*. Turkish Cultural Foundation.

¹¹² UNESCO Intangible Cultural Heritage. *Traditional craftsmanship of Çini-making*. Ministry of Culture and Tourism of Turkey. 2014. Accessed 08 May 2017. <http://www.unesco.org/culture/ich/en/RL/traditional-craftsmanship-of-cini-making-01058>

¹¹³ UNESCO Intangible Cultural Heritage. *Traditional craftsmanship of Çini-making*.



[Figure 3.05] An example of Çini, this example is a tile in a mosque. Source: Author's photo.

Turkish Coffee Culture and Tradition: Turkish coffee culture and traditions were inscribed on the Intangible Cultural Heritage of Humanity list in 2013 (8.COM). Coffee reached Constantinople, modern-day Istanbul, in the mid-1500s and was immediately a popular commodity. Coffee shops gave the community a space to philosophize, debate and intellectualize with each other, prior to the coffee house Muslims only had a few “third places” to congregate: the hammam and mosques. The “third place” indicates a social surrounding other than the home (the first place) or the workplace (the second place).¹¹⁴ Turkish coffee is served in a small coffee cup with a glass of water in coffeehouses. The roasted coffee is ground into a fine powder that is added to water and sugar and is slowly boiled over a fire stove. A symbol of hospitality, it exemplifies refinement

¹¹⁴ Gokce, Yesim. *The Tradition of Coffee and Coffeehouses Among Turks*. 2017. Turkish Cultural Foundation. Accessed 07 May 2017. <http://www.turkishculture.org/lifestyles/turkish-culture-portal/coffeehouses-204.htm?type=1>

and friendship.¹¹⁵ Grounds left in the coffee cup are turned over onto the plate to tell one's fortune. Initially, only visitors and high society men would be entertained in the coffeehouses. Now a wide range of Turks and tourists enjoy Turkish coffee.



[Figure 3.06] Typical coffeehouse in Ayvacık District village. Every village and town has a central open-air coffeehouse; people typically drink coffee in the middle of the day and afternoon. Source: Author's photo.

¹¹⁵ UNESCO: Intangible Cultural Heritage. *Turkish Coffee Culture and Tradition*. Ministry of Culture and Tourism. 2011. Accessed 08 May 2017. <http://www.unesco.org/culture/ich/en/RL/turkish-coffee-culture-and-tradition-00645>



[Figure 3.07] A Turkish coffee pot with Turkish coffee. Turkish coffee grounds (very fine grounds), sugar (if desired), and water are added to the copper pot and slowly boiled over an open flame. Source: Author's photo.

Tangible

Ayvacak's built environment is similar to the Aegean islands, such as Lesbos, since both areas were settled by Aeolians and contain similar natural materials.¹¹⁶ Aeolian and Grecian vernacular features include: fortress-like appearance, use of local stone, small windows, thick stone walls, iron grates over windows, roof terraces, and neoclassical ornamentation. The neoclassical decoration includes Greek details: palmate designs, capitals, doorknockers, classical pediments, and classical forms.

Yörük village homes: Yörük vernacular domestic architecture is derived from the housing of the Oguz Turks and appears in parts of Anatolia and the Balkans. The oldest homes were built in the

¹¹⁶ Hirschon, Renée. Crossing the Aegean: an appraisal of the 1923 compulsory population exchange between Greece and Turkey. New York, NY: Berghahn Books, 2008, p. 168.

17th century.¹¹⁷ The lower floor is made of local stone with a timber-framed upper floor. The homes have tiled roofs, broad eaves, windows with shutters and lattices, and protruding bays supported by long corbels. Each room is used as an independent living space for a nuclear family (this is from when the extended family would live in the same large house). The bedrooms were multi-functional during the day (like a living-room) and at night a bedroom. The cupboards in the first floor stored clothing and dishes. A small washroom (yunmalik) also occupied a cabinet, like a walk-in shower. During mealtime, a small table (sini) would transform the living room into a dining room. It is assumed that the “multifunctional concept derived from nomadic culture...when the Yörük people were tent dwellers, and gave the individual members of a large families a personal world of their own.”¹¹⁸



[Figure 3.08] Example of Yörük buildings in Yeşilyurt: the first story is stone with a protruding second story constructed of timber and masonry infill. The second story overhang with wooden supports is typical of this style of construction. Source: Author's photo.

¹¹⁷ Celebi, Emel. *Houses of a Yörük Village*. Turkish Cultural Foundation. 2017. Accessed 07 May 2017. <http://www.turkishculture.org/architecture/houses/houses-yoruk-village-277.htm?type=1>

¹¹⁸ Celebi, Emel. *Houses of a Yörük Village*. Turkish Cultural Foundation. 2017.



[Figure 3.09] An example of Yörük building in Yeşilyurt: The first story is stone with a second story made of timber with plaster. Source: Author's photo.

Uşak Houses: Anatolian Turkish homes have two floors: the first floor was a common space for daily living while the second floor was used as a residence. There are two different traditional Uşak floor plans: one with an exterior long room or hallway (dış sofalı) and an interior, long room or hallway (iç sofalı).¹¹⁹ These variations differ with regions. Uşak homes are rectilinear in plan with a small courtyard. The arched windows are usually voids in a thick exterior wall. The entrance opens directly onto the street sometimes with a few stone stairs that lead to the entrance. The second floor overhangs the first floor projecting outwards (Çıkmalar). These projections come in a variety of shapes and can be decorated columns or stanchions. The eaves of the

¹¹⁹ Yüksel Sayan, *Uşak Evleri*. Ankara, 1997; Önder Küçükerman, *Anadolu Mirasında Türk Evleri*. İstanbul, 1995.

building guard the walls against rain and sunlight and are usually simple in decoration.¹²⁰ Uşak houses are made of stone, sun-dried adobe, wood, and tile. The buildings are usually plastered with a lime-based plaster with straw, gypsum plaster and elements of iron. The exterior foundation is covered with rubble stones. The interior is commonly decorated with wood with geometrical patterns and plant motifs.



[Figure 3.10] An example of an outdoor cooking and gathering area before entering a house, this is typical of Uşak vernacular design. Source: Author's photo.

¹²⁰ *Uşak Houses*. Turkish Cultural Foundation. 2017. Accessed 07 May 2017.
<http://www.turkishculture.org/architecture/houses/usak-houses-747.htm?type=1>



[Figure 3.11] An example of Uşak building in Yeşilyurt: the home is constructed in stone with social space on the first floor and living quarters on the second floor. Source: Author's photo.

Hammam: A Hammam is a community bath with lavish interior spaces. Public baths were open to all; only the elite class had private baths. Steam baths are more popular in Central Asia; this culture was meshed with Roman baths in Anatolia creating the Turkish bath. Women had separate times to bathe than men, or the hammam was divided into two parts, one for the men and one for women. Women's baths sometimes included a salon; women could stay in the hammam all day to prepare their hair and skin. Each person or family had a bath bowl to take to the hammam. The bath had metal containers to keep jewelry in before entering the bath; the "bath mirrors were oval or round with wooden or silver frames."¹²¹

¹²¹ Tansug, Sabiha. *The Turkish Bath*. 2017. Turkish Cultural Foundation. Accessed 08 May 2017. <http://www.turkishculture.org/lifestyles/bath-223.htm>

Transportation Infrastructure

Küçükkuyu and Ayvacık are the largest towns in Ayvacık district and serve as the main public transportation hubs. Küçükkuyu is closest to all of the case study sites, so this section will only focus on the transportation systems in this area. Transportation is vital for industry and travel. The central government funds much of the road improvements and new road development across the country to accommodate visitors and to boost economic growth. The villages are accessible only by car or taxi, so road infrastructure is fundamental for tourism expansion.

Küçükkuyu has a bus depot close to the city center on the main highway running through the town. There are bus schedules that begin in Istanbul or Ankara and end in Küçükkuyu. The bus depot has taxis that can take people into town or up to the small villages surrounding Küçükkuyu. Taxis are a popular way to travel for those that arrive by bus. People in the villages can call a taxi service from Küçükkuyu, or when in Küçükkuyu taxis run frequently and can be easily waived down. The Dardanelles Bridge will connect Gelibolu to Lapseki, an easier route from Istanbul to Çanakkale. This bridge is named for the 1915 battle during WWII will be completed in 2023 for the centennial celebration the Republic of Turkey. The Çanakkale 1915 Bridge will increase tourism from Istanbul and provide an easier route for part-time residents of Çanakkale.

Çanakkale Airport is the only airport in Çanakkale Province and is 91 km north of Küçükkuyu. The Çanakkale Airport serves two airlines (Onur Air and Turkish Airlines) with two destinations outside of Çanakkale: Istanbul and Ankara. The airport opened in 1995 with an

airplane capacity of two and a 50-vehicle parking lot.¹²² Balıkesir Koca Seyit Airport is 45 km east of Küçükkuyu located in the city of Edremit in the Balıkesir providence. Balıkesir Koca Seyit Airport serves three airlines (Germania, Pegasus Airlines, and Turkish Airlines) with three destinations outside of Balıkesir: Düsseldorf, Germany, Istanbul, and Ankara. The Balıkesir Koca Seyit Airport opened in 1997 and has an aircraft capacity of six planes and a parking garage built for 274 vehicles. Bus systems, rental cars, and taxis are available at both airports to take visitors to nearby villages and cities.

Regional Analysis

Most tourism and second home citizens of Ayvacık are urban upper class and urban middle-class Turkish citizens from Istanbul. English signage is limited to tourist facilities (museums, highway signage, and beach access points) and not an option for many restaurant menus. The lack of knowledge of locals and signage in English and European languages (Italian, French, German, etc.) in the region suggests that international tourism is scarce in the Ayvacık district. Foreign visitors must have some knowledge of Turkish, have a Turkish translator or be with a tour guide to traverse the region.¹²³ The majority of tourists and second home residents are domestic. Turkish tourism inside the state has slightly declined from 2015 to 2016 (-1.27%). Ayvacık residents claim they have experienced an increase in tourism industry during the winter months and expect growth in Turkish visitors in 2018. Shopping, restaurants and markets will remain open year round beginning in 2018; they are usually only open during the busy summer months. The municipality plans to increase tourist facilities (public restrooms, infrastructure, transportation) and intends to open a new port to allow day visitors from Greece (Mytilene).

¹²² *General Directorate of State Airports Authority*. General Information. Accessed 07 January 2018. <http://www.dhmi.gov.tr/home.aspx>

¹²³ Data from the author's personal experience and discussions with hotel managers in Yeşilyurt.

The agriculture industry and agritourism are fundamental to economic vitality for the district. They supply jobs, exports and fresh food for the surrounding area. Tourists and second home urbanites also benefit from the agricultural landscape and fresh foods. Agritourism is a combination of agricultural and tourism industries; farmers can benefit from exportation of their goods and have tourists enjoy their facilities. Küçükuyu's olive museum is an example of agritourism; the museum produces cold press olive oil and soaps to sell to tourists and export. It also has a café and museum for visitors to learn about agricultural history and olive production of the region.

The Ayvacık municipality recognizes natural and agricultural sites need protection from and for tourism.¹²⁴ In April 2017 it approved the Antep Pistachio Development Project to invest in pistachio production in the district. A worm infestation damaged pistachio farms in 2010. This devastated 12 villages in the district. The program pairs farmers with the Gaziantep Pistachio Research Institute to provide education and research. The Institute will monitor the trees to ensure success. This program will increase jobs for farmers in the region. A local farmer says that within the last six to seven years they were unable to yield any pistachio crops. Farmers slowly replaced their pistachio trees with olive trees.¹²⁵ This program will help farmers stay in business through a subsidized program, the Ayvacık municipality is aware of the need of other economic ventures outside of tourism and is in support of a variety of programs.

The district is aware of the decline in many traditional arts, like rug making, with modernization and increase in non-traditional economic opportunities. Unlike the farming

¹²⁴ Turizmle anılmak istiyoruz. [We want to be remembered with tourism] 28 October 2016.

¹²⁵ Başkan Şahin, Antep Fıstığı Üreticilerine Sahip Çıktı [President Şahin, Has Produced Antep Peanut Producer]. 11 April 2017. Ayvacık Belediyesi. Accessed 02 May 2017.
<http://www.canakkaleayvacik.bel.tr/HaberDetay/Baskan-Sahin-Antep-Fistigi-Ureticilerine-Sahip-Cikti.html>

initiative, the municipality has not found funds to support this intangible heritage. Hand-woven carpets are a rooted tradition of the local people since 6th Century B.C.E. All homes in the Çanakkale province used to contain their own kilim weaving looms, but these looms have become less a household item. The wool is hand spun and dyed with local root, flower, and nut dyes. Each meter square contains 80 to 120 thousand stitches. The Ayvacık district municipality claims that 30 of their 67 villages specialize in traditional carpet weaving.¹²⁶ The traditional art of carpets and kilims continues to live on with older locals. The younger generation focuses more on their education and is not interested in the traditional carpet weaving. The municipality acknowledges that this intangible culture will disappear if the tradition is not passed on, but there are no plans to continue the craft.¹²⁷ Many younger generations (ages 15 to 25) in the region see the dramatic increase in tourist amenities (hotels, spas, restaurants, etc.) and aim to attend school for hospitality. They plan to leave for school to become trained and return to region to own their own hotels, restaurants and real estate for the changing demographic.¹²⁸ If this generation pursues their goal to return to the lower Ayvacık district post-hospitality training, the tourism and luxury housing industries will continue to increase.

Although tourism is the largest industry in Ayvacık, the district has a difficult time gaining federal funds for tourism. Mayor Sahin of Ayvacık district says that it is difficult to retain funds and political change through the government because many of the tourist communities, such as Küçükuyu, Assos, and Yeşilyurt, are far from the central city that maintains the region (the Ayvacık is an 116 km drive from Çanakkale). The regional government

¹²⁶ *Düğümlü dokuma diyarı Ayvacık [Knotted weaving field Ayvacık]*. 13 January 2017. Ayvacık Belediyesi. Accessed 02 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Dugumlu-dokuma-diyari-Ayvacik-.html>

¹²⁷ *Düğümlü dokuma diyarı Ayvacık [Knotted weaving field Ayvacık]*. 13 January 2017. Ayvacık Belediyesi.

¹²⁸ Conversations with three different hotel workers in Yeşilyurt and Küçükuyu June 2016.

plans to open a 100-meter bridge in the summer 2017 for day tourists (no heavy vehicles like tour buses).¹²⁹ The Ayvacık district government believes with the completion of the tunnels, bridges (the Dardanelles Bridge) and highway systems from Istanbul the region will become even more popular. Regardless of the somewhat remote location, Ayvacık continues to grow at a quick pace due to an increase in domestic tourism. The mayor advocates the central and provincial government to show more interest (through funds) in Ayvacık to expand infrastructure and development incentives for travel. Mayor Sahin stated, “although Ayvacık is at the head of the provinces that contributed most to Çanakkale tourism, we do not know whether it is due to distance from the center, but we do not see enough interest from our bureaucrats.”¹³⁰ The mayor states the district is open to new investments and encourages tourism development.

¹²⁹ Bürokratlarımızın Ayvacıkta Daha Fazla İlgi Göstermesini İstiyoruz [We want our bureaucrats to show more interest to Ayvacık].

¹³⁰ *Bürokratlarımızın Ayvacıkta Daha Fazla İlgi Göstermesini İstiyoruz [We want our bureaucrats to show more interest to Ayvacık]*. 28 October 2016. Ayvacık Belediyesi. Accessed 03 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Burokratlarimizin-Ayvacika-Daha-Fazla-Ilgi-Gostermesini-Istiyoruz.html>

CASE STUDY SITES

Settlement	Küçükkuyu	Assos /Behramkale	Yeşilyurt
Population	8,874 (2014)	1,100 (2014)	206 (2012)
Traditional Economy	Olive oil, fishing, seaport	Seaport, nuts	Agriculture, animal husbandry, cheese
Tourist Facilities	Middle-income domestic second homes, beach access	International and domestic tourist summer location, clean beaches, five-star restaurants, high-income tourism	High-income domestic, second homes, high-income tourism generally domestic, spas, health
Start of Tourism Growth	1980-1990	Early 2000s	2000-2010
Natural Amenities	Coast, close to mountains	Coast, mountains, views of surrounding landscape	Mountains, close to coast
Cultural Amenities	Olive oil History, open coastal markets	Large 6 th Century B.C.E city center, historic village, seaport	Greek and Turkish vernacular architecture, cheese, intangible heritage

[Table 3.01] Case Study Sites

The three chosen have similarities and differences, as shown in Table 3.02. The next sections will explore these individual sites. To understand how amenity-based economies varied from site to site a brief history and development, current status (as of 2016), and analysis of change. The analysis includes maps of each site showing new building construction from 2005 to 2016 and the proposed use of each building. The sites are compared and analyzed in the last chapter.

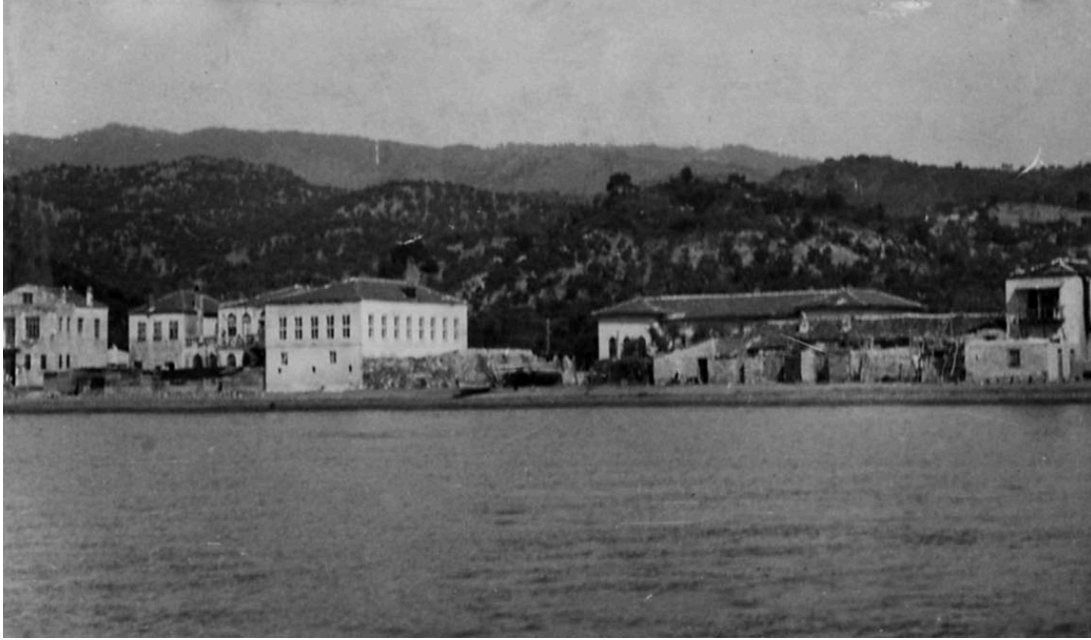
CHAPTER 4: KÜÇÜKKUYU

History and Development

Küçükkuyu is located on the north shore of the Edremit Gulf, north of the island of Lesbos. Küçükkuyu has the largest population (8,874 people as of 2014) of all three case study sites and is the biggest town in Ayvacık district. The community is built below the foothills of the Kazdağı Mountains and encompasses the coastline south of Yeşilyurt and Adatepe; the Küçükkuyu municipality governs both of these villages.

After Assos was established in the 6th Century B.C.E. Aeolians settled east to found Gargara, present day Küçükkuyu. Homer referenced the city in the Iliad: he described Gargara as plentiful in olives, having a variety of herbs in the city and abundant harvests. Turkish refugees from the Balkans took over the settlement and declared township in 1989; they renamed the settlement Küçükkuyu. Küçükkuyu still has an abundance of olives, herbs and variety of harvests. The town has a strong Greek culture seen in the architecture, agriculture, food, and music.





[Figure 4.01] All photograph from 1960-1970s of the Küçükkuyu beach, this area where this photograph was taken is now (2016) outdoor market, restaurant seating, and public swimming area. Source: Küçükkuyu Municipality: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 25 April 2017. <http://www.kucukkuyu.bel.tr/foto-galeri/bir-zamanlar-kucukkuyu/>

Current Status

Year	2009	2011	2013	2014
Population	6,580	7,117	8,012	8,874

[Table 4.01] Küçükkuyu population from 2009 to 2014. Source: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 28 April 2017. <http://www.kucukkuyu.bel.tr> and *Population Data for Cities*. Turkstat. Accessed 28 April 2017. [<http://www.turkstat.gov.tr>]

Küçükkuyu's traditional economy included olive and pistachio farming and fishing. A large amount of pistachio farms were wiped out from an invasive species in the early-mid 2000s, many farmers replaced their crops with olive trees. Since the early 2000s the main economic force is tourism, time-shares, maritime activity, olives, and fishing. Tourists tend to spend their money at the resorts, open markets, shopping, restaurants and traveling around the region to visit smaller villages. Tourists and second-home urbanites spend a great deal of their time in

Küçükkuyu at the beaches. In the summer months, there is an open market that lines the streets south of the highway. Originally the market sold fresh foods for locals and the surrounding villages. Since tourism increased these markets began (as of the early 2000s) selling trinkets, beach accessories, and clothing. In the summer months the streets are full of people selling goods, domestic tourists, and temporary residents from Istanbul. The increase of visitors will allow the market to stay open through the months of winter (this will begin in 2018). Many hotels (discussed later in this chapter), condos, tourist shops (selling beach apparel and trinkets), and restaurants surround the market area. An abandoned soap manufacturing building located in Küçükkuyu's town center was rehabilitated in 2001 into an Olive Oil Museum. The museum produces traditional cold press olive oil and olive oil soaps. The museum has displays of traditional olive oil production for visitors.



[Figure 4.02] The market in Küçükuyu, this extends to most streets along the coast and between buildings on the south side of the highway towards to coast. The market sells organic fruits and vegetables, beach accessories, meats, cheese, and tourist souvenirs (t-shirts, plastic toys, etc.). Source: Author's photo.



[Figure 4.03] A photograph of Küçükkuyu coast development, year taken unknown. Source: *Foto Galeri*. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. Accessed 25 April 2017. <http://www.kucukkuyu.bel.tr/foto-galeri/bir-zamanlar-kucukkuyu/>



[Figure 4.04] An aerial photograph of Küçükkuyu development along the coastline: 2015. Source: *Foto*. Ayvacık Municipality. Accessed 05 May 2017. <http://www.canakkaletravel.com/galeri/ayvacik>

The Ministry of Public Works, Ministry of Transport, and the Ministry of Development will construct a new pier for tourist ships in Küçükkuyu in 2017. This project is named the Pony Ayvacık Transportation Harbor Project. Initial plans began in 2004 but the project was halted until municipality's final approval in 2009. Renovations and reuse of traditional fishing lodges began in the mid-2000s along the port in Küçükkuyu. Tourism is projected to decrease in Turkey as a whole 41% for 2017, but Çanakkale tourism has grown and is expected to increase 5% after 2016.¹³¹ Most tourists visiting Küçükkuyu come from larger metropolitan cities such as Istanbul traveling by car, bus, or plane; so international tourism decline has little effect.

Analysis

Figure 3.18 shows new development from 2005 to 2016 in the color red, buildings previous to 2005 are black. These maps were compiled from Google Earth's aerial photographs from the dates of 2005, 2006, 2011, 2012, 2013, and 2016. The photographs were overlaid to create new development maps. From 2005 to 2006 there were 36 new buildings, from 2006 and 2011 there were 144 buildings (an average of 28.8 buildings a year), from 2011 to 2012 there were 91 new buildings, from 2012 to 2013 there were 27 new buildings, and 2013 to 2016 there were 79 new buildings (an average of 26.3 buildings a year). The case study area encompasses the town center, but there are hotels, time-shares, and condominiums east of the town center that hug the coast, which were not included in this study.

¹³¹ Başkan Şahin: Kültür Turizminde düşüş değil artış var. [President Şahin: Cultural tourism has not decreased, but increased.] 03 February 2017. Ayvacık Belediyesi. Accessed 02 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/-Baskan-Sahin-Kultur-Turizminde-dusus-degil-artis-var.html>



[Figure 4.05] This map shows new development from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.

Most (an estimated 70-80%) buildings in Küçükkuyu are three stories high with stucco exterior. In general, most of these buildings contain four to six residential units. The buildings that are located in denser areas are mixed-use with stores on the first floor and flats on the second and third floor. Based on the population of Küçükkuyu (8,874 population in 2014) there are 2,164 households. The average household size according to the OECD for Turkey is 4.1 people. Based on the fact that most of these buildings have four to six flats, Küçükkuyu must have approximately 433 residential buildings ($2,164/5$) to maintain the stable population of the town. Küçükkuyu has around 1,220 (6,100 units) residential and mixed-use buildings (top floors residential). The increase in square footage of residential construction is apparent by the footprint of new buildings and street views, which is common in developing parts of the world. One can safely assume that around 35% of the residential units are second homes. This data is gathered from aerial photography from Google Earth through the years of 2005 to 2016, personal accounts and conversations with locals and Istanbul citizens, and street view photography and documentation. This means that about 54 buildings are used for retail, agriculture, municipality, public facilities, manufacturing, and entertainment.



[Figure 4.06] This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography, personal experience and Google Street view. The area with a white overlay the author presumed the land use by using aerial photography, personal experience and business and hotel addresses. These maps were produced using Google Earth Aerial photography from 2016 to determine change.

There are 19 hotels within the town of Küçükkuyu (2016). From an examination of hotel amenities, there are seven high-level (boutique hotels), eight mid-level (full amenities for medium-high level class), and four low-level (basic amenities) hotels. One can conclude from these findings visitors in Küçükkuyu are mostly of middle-upper class citizens. Since the Turkish Lira has decreased in value (2016-2017) while this study took place, lower class foreign citizens can travel and stay in Küçükkuyu at a more affordable rate. Although there is a decrease in the Turkish Lira, tourism has overall decreased due to the increase in terrorism and government distrust (discussed in Chapter Two). The highest price for a hotel is \$172 while the lowest price per night is \$34 and the median cost is \$78. In 2016 Turkish tourists to Ayvacık had the following occupations: 48% paid workman, 16% self employed, 3% unemployed, 6% students, 13% retired, 8% housewives, and 6% accompanying persons.¹³² The hotels range from 5 to 101 rooms with a total of 450 rooms in Küçükkuyu (this study excludes home rentals like Airbnb). The estimated population of Küçükkuyu in 2014 is 8,874. With the hotel data one can conclude that if all 450 rooms are filled with two people there are 900 visitors in the town: approximately 10% of the people town are staying in a hotel. If all hotel rooms are full, there is an average of \$35,100 of revenue coming into the town just from visitors sleeping in the hotels. These visitors will also spend money on other venues such as restaurants, taxis and souvenirs. The author's discussions with hotel managers in the region clarify that the hotels remain completely booked throughout the summer months (this excludes the month of Ramadan); in the winter months the hotels are a little over halfway full, but occupancy is steadily increasing. Travel websites (Travelocity, Kayak, etc.) confirm this information.

¹³² Arriving Citizens by General Occupation Status (Residents in Turkey). *Turkstat Data*. Accessed 06 March 2017. Turkstat.gov.tr



[Figure 4.07] Two condos for sale in Küçükkuşu, these are typical flats seen in the town. They are usually three stories tall with an outdoor deck, some of them have businesses on the first floor, and an exterior of stucco painted in light pastel colors. Source: *Real Estate*. Sahibiden. Accessed 03 May 2017. www.sahibinden.com

Real Estate

In May 2017 there were 18 homes for sale listed online in the regional real estate websites in Küçükkuşu, with the highest price being \$337,135 and the lowest price being \$88,498, and with the median cost for a house being \$144,603. These flats are typically located in a building two to three stories high with about four to six units in each building built between ten to 20 years. One of these flats for sale is over 20 years of age, 11 flats are 10 to 20 years old, two flats are five to ten years old, and four flats are one to five years old. The newer flats are typically three stories high with a stucco finish painted in pastel colors. One of the buildings (the one over 20 years of age) is made of stone, one house is built of timber, and 16 had a stucco exterior and painted in pastel (usually a rosy dull shade of pink or white). The interior all of these buildings (excluding the stone home) listed have large tile floors and walls void of decoration or color.

Overall Conclusions

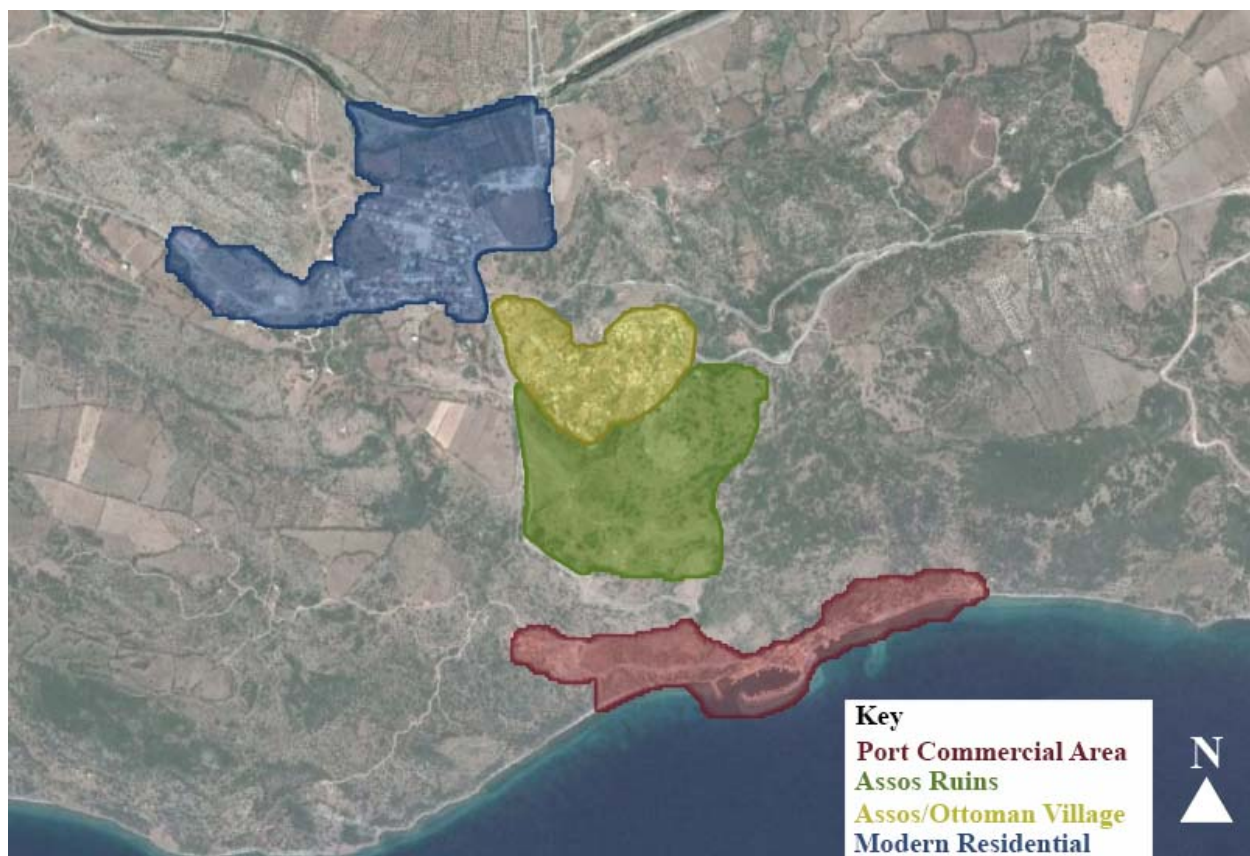
Overall Küçükuyu has homes, condos, and hotels at a reasonable cost for the average working family. Most buildings are used for residential purposes, either for long-term residents of the city or second homes for urbanites. The open markets and shops cater to the visitor with cheap beach accessories, commemorative trinkets, and fresh fruits and vegetables. Many residents from smaller villages, like Yeşilyurt and Adatepe, moved to Küçükuyu to find more affordable rent or homes, this will be further discussed in the Yeşilyurt case study chapter. Küçükuyu has a more reliable transportation system that includes bus services to and from larger cities (like Istanbul), taxi services, shuttle services to airports, and more frequently paved road infrastructure. The city prides itself on tourism and as an agricultural hub for the area, seen in the olive and pistachio farms. Residents do not appear to have social issues with the abundance of second home or tourist activities, but rather seem to embrace the new economic factors.

CHAPTER 5: ASSOS

Year	2012
Population	1,100

[Table 5.01] Population of Assos in 2012, the only population data found for Assos. Source: Assos. Accessed 03 February 2017. www.agacler.net.

Assos is approximately 24 km (15 mi) west of Küçükkuyu. The village spans from the port on the Edremit Gulf past rocky cliffs to the rolling farmlands. The rocky coastline splits the commercial port from the rest of the village. There are four distinctive areas in Assos: the modern residential area (northwest section of the village) will be referenced as Behramkale, the ancient ruins (atop the rocky hilltops) will be referenced as Assos, the Ottoman village (northwest of the ancient ruins) will also be referenced as Assos, and the port and coastal area will be referenced as the port. Assos served as the fortress of southern Troad, while Troia (the ancient city of Troy) was the stronghold in the north. The remains of the earliest settlement patterns of the village are in the ancient ruins that includes an acropolis, necropolis, amphitheater, agora, baths, bouleuterion, and temples from the 6th century B.C.E.. The settlement pattern is typical of Grecian Hellenistic plans with spatial configuration based on linear hierarchy. Many of the buildings in Assos resulted in demolition through neglect until the late 1880s when Fancis Bacon and Thatcher Clarke's archaeological studies on ancient Assos began. From the 1880's archaeological study, archaeologists began to visit Assos for research. The site eventually turned into a museum that encouraged tourism and conservation.



[Figure 5.01] Areas of Assos, Turkey. Source: Base map Google Earth Image

Aeolians from the Island of Lesbos settled Assos. The oldest name of Assos is thought to be Pedasos, derived from Homer's epic.¹³³ Between 348 and 345 B.C.E Aristotle, the famous philosopher, moved to Assos upon the invitation of King Hermias and opened the first philosophy school. The settlement was named Assos post-Homer times. During the Byzantine era, Assos became Behramkale (or Behram) derived from the Byzantine official, Makhram who worked in Assos. Assos village and ruins are protected through the Ministry of Culture and Tourism since the 1980s when archaeological surveys occurred by a variety of Universities. Small philosophy schools still exist in Assos that pays homage to the time Aristotle claimed Assos as home.

¹³³ Serdaroglu, Ümit. *Assos (Behramkale)*. Archaeology & Arts Publications (1995).



[Figure 5.02] Photograph of Assos port from the Cliffside. Date of Photograph unknown. Source: Foto. Ayvacık Municipality. Accessed 05 May 2017. <http://www.canakkaletravel.com/galeri/ayvacik>

There is little knowledge of a timeline for construction of the port. The current buildings are later than the city center. They are void of architectural decoration and constructed with local stone; most buildings were used as warehouses and commercial uses.¹³⁴ Acorns were harvested near Assos and exported from the port to make paint or dye for rug making until the 1950s when synthetic dyes became cheaper and therefore more popular.¹³⁵ From 1950 to 1980s there was little economic activity in Assos, which left the port and buildings empty until excavations in 1980.¹³⁶

Assos Ruins from the 6th century B.C.E. are preserved as an open-air museum. The Grecian ruins bring domestic and international tourists; the museum site claims Assos ruins is comparable to the World Heritage Site Troy. Assos is not a UNESCO World Heritage Site but is

¹³⁴ İlk Bakış, *Assos Guide*. Assos Rehberi. 2015. Accessed 07 May 2017. <http://www.assosrehberim.com/nm-ilk-bakis-cp-11>

¹³⁵ Serdaroglu, Ümit. *Assos (Behramkale)*.

¹³⁶ İlk Bakış, *Assos Guide*. Assos Rehberi. 2015.

on the tentative list to become a World Heritage Site as of 5 May 2017. 6th century B.C.E. Grecian town plans usually includes an agora (market place), stoas (covered congregational areas), gymnasia (school), bouleterion (council hall), prytanium (official town center), amphitheater, and temples.¹³⁷ The excavations lead to an increase in tourism; by 2010 all buildings in the port became occupied with boutique hotels, tourist shops, and high-end restaurants. Assos' main settlement contains around 150 buildings from the Ottoman era and located on the northern sloping side of the Acropolis, facing away from the Aegean Sea.¹³⁸



[Figure 5.03] Ancient village built environment, the main road leading up to the mosque and Assos ruins is packed with tourist shops. Hotels and residence are found on the outskirts of the village; this is a photograph of a home void of tourists. Source: Author's photo.

¹³⁷ Hamlin, Talbot Faulkner. *Architecture through the ages*. Ann Arbor, MI: UMI, 1993.

¹³⁸ ASSOS. Turkish Cultural Foundation. Accessed 10 May 2017. <http://www.turkishculturalfoundation.org>

Current Status (2017)

Assos is considered to have the highest number of tourists and tourism activities in Ayvacık District by the regional Ayvacık municipality with its “blue flag” beaches, boutique hotels, ancient architecture, and natural beauty.¹³⁹ The Ministry of Culture and Tourism classifies Assos as one of Turkey’s top ten secret beaches on the “Go Turkey Tourism” website.¹⁴⁰ Assos’ tourism has increased since the early 2000s and is expected to grow with public improvement projects focused on the tourism industry, proximity to Kadirga Bay (a beach with many boutique hotels), and possible inscription as a UNESCO World Heritage Site. On 5 May 2017 Assos Ruins was put on the temporary list to become a UNESCO World Heritage Site.¹⁴¹ If Assos Ruins becomes a World Heritage Site, this will be the second World Heritage Site in the province of Çanakkale and potentially bring in more tourists. Assos had 95 thousand visitors in 2015 and 115 thousand visitors in 2016.¹⁴² The Ayvacık municipality believes the inscription will increase the amount of both international and domestic tourists and potential funding for cultural protection, infrastructure, and research for Assos.

¹³⁹ Blue Flag beaches are certified with the Foundation for Environmental Education that claims a beach meets stringent standards for cleanliness and upholds high tourism ideals.

¹⁴⁰ *Top 10 Hidden Beaches in Turkey*. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/things-to-do/top-10-hidden-beaches-in-turkey.html>

¹⁴¹ *Assos’ Temporary List of ‘UNESCO World Heritage.’* Come to Turkey. 05 May 2017. Accessed 11 May 2017. <http://www.cometoturkey.com/assos-temporary-list-of-unesco-world-heritage.html>

¹⁴² *Assos’ Temporary List of ‘UNESCO World Heritage.’* Come to Turkey. 05 May 2017.





[Figure 5.04] Photos from Assos from top to bottom: the first photo shows a “private beach” on the port, the second photo shows the port with outdoor seating for restaurants, the third photo shows one of the main roads through the village to the Assos ruins. The main road is filled with tourist vendors and shops with handmade scarfs, jewelry, and exported goods with “Assos” engraved or stamped on the side. Source: Author’s photo.

A new pier in Assos’ port is scheduled to open in 2018 with the financial support (4 million Turkish Lira) of the Ministry of Development. The pier will allow for easier access for tourists from nearby Greek islands, like Lesbos, and other port cities in Turkey. The Ayvacık municipality claims the new port in Assos will be used for day trips to the nearby Greek Islands. The new port will not support large cruise ships, but smaller boats to and from the islands. The number of visitors in Assos is likely to increase with the new port and is seen as a revival of the port in Assos: “Assos’ old days may have a chance to meet again.”¹⁴³ The pier will be 100 meters long with a customs gate for visitors from the islands.

Analysis

¹⁴³ *Assos tekrar liman kenti olacak [Assos will become a port city again]*. 18 November 2016. Ayvacık Belediyesi. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Assos-tekrar-liman-kenti-olacak.html>

The map in Figure 5.05 shows development from 2005 to 2016 in the color red while buildings previous to 2005 are black. Maps were not compiled for the port because based on aerial photography there was little to no change (new building development) from 2005 to 2016. These maps were compiled from Google Earth's aerial photographs from the dates of 2006, 2010, 2013, and 2016. The photographs were overlaid to create new development maps. From 2006 to 2010 there were six new buildings in the Assos (an average of 1.6 buildings a year) and 16 new buildings in Behramkale (an average of 4 buildings a year). From 2010 to 2013 there were 20 new buildings in Assos (an average of 6.6 buildings a year) and eight new buildings in Behramkale (an average of 2.6 buildings a year). From 2013 to 2016 there were three new buildings in Assos (an average of 1 building a year) and five new buildings in Behramkale (an average of 1.6 buildings a year). The port area has not received new development apparent in aerial photographs from 2006 to 2016.



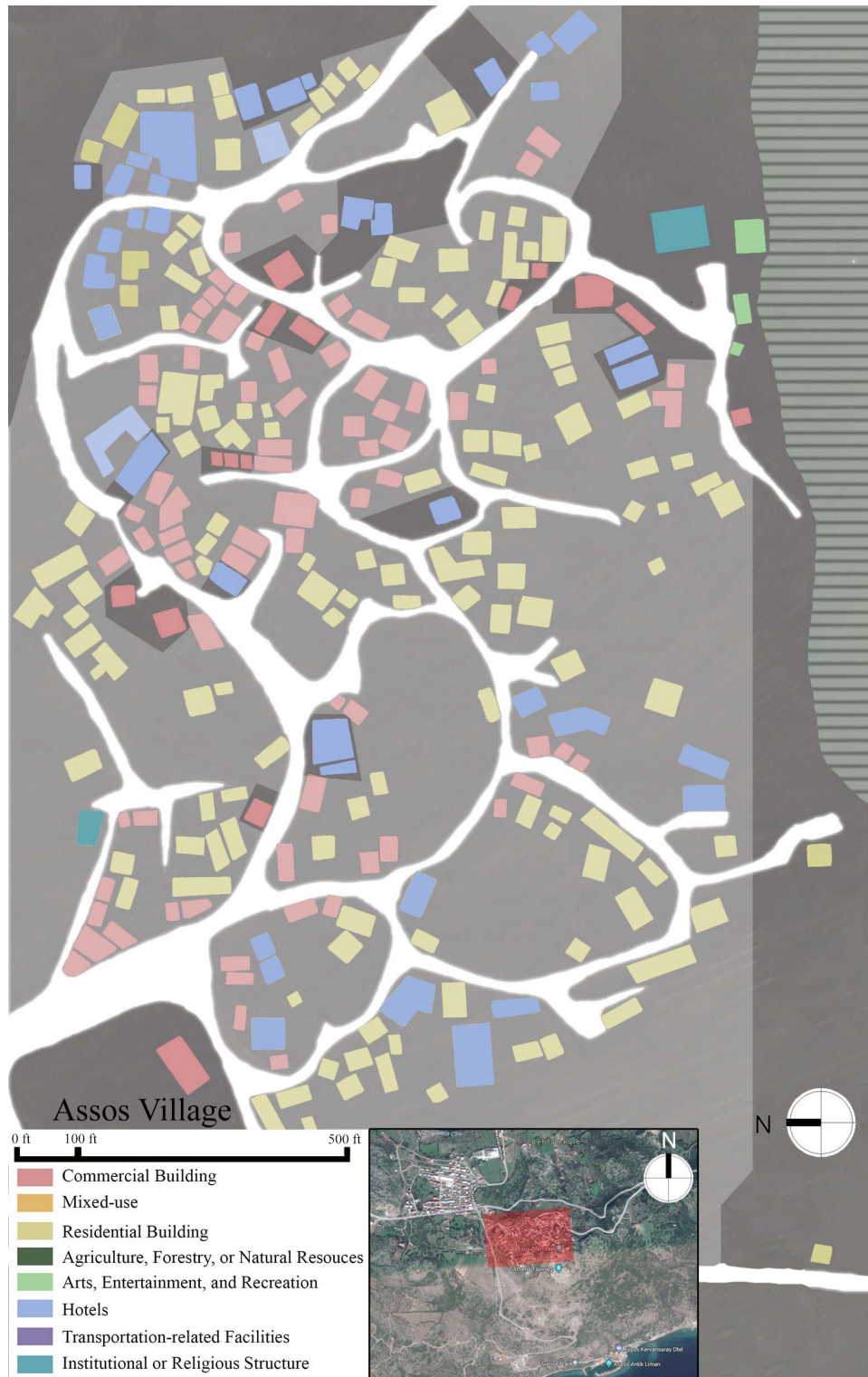
[Figure 5.05] This map shows new development in the historic Assos village from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.



[Figure 5.06] This map shows new development in the northwest new residential area from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.

There are 38 hotels within the Assos, Behramkale and the nearby surrounding area (less than 10 km from the village center). Many of these hotels are located on the port, not shown in aerial maps, and outside of the view in Figure 5.05 and Figure 5.07. From examination of hotel amenities, there are 17 high-level (boutique hotels), 17 mid-level (full amenities for medium-high level class), and four low-level (basic facilities) hotels. One can conclude that visitors in Assos are mostly of middle-upper and elite classes of citizens. The highest price for a hotel is \$280 while the lowest price per night is \$44 and the median cost is \$107. The hotels range from

3 to 128 rooms with a total of 992 rooms in Assos (this study excludes home rentals like Airbnb). The estimated population of Assos in 2014 was 1,100. With the hotel data one can conclude that if all 992 rooms are filled with two people, there are 1,984 visitors in the town. If all hotel rooms are full, there is an average of \$106,144 of revenue coming into the village from visitors sleeping in the hotels. The author's discussions with hotel managers in the region clarify that the hotels remain completely booked throughout the summer months, excluding Ramadan. The winter is the off-season, due to the lack of winter activities on the beaches. But according to locals, the hotels and museums are about at half capacity. Travel websites (Travelocity, Kayak, etc.) confirm this information.



[Figure 5.07] This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography and personal experience. The area with a white overlay the author presumed land use by using aerial

photography, personal experience, and business and hotel addresses. These maps were produced using Google Earth Aerial photography from 2016 to determine change.

In May 2017 there were five homes for sale listed online in Assos/Behramkale, the highest price is \$500,000, and the lowest price is \$250,000 with the median cost for a house \$376,000. These homes are typically new two-story structures, three of them have a stone veneer, and two homes are stone. Two of these homes are over 20 years of age, one is 10 to 20 years, one is 5 to 10 years, and one is 1 to 5 years of age. The newer homes are located on north of the village center with yards, and the older homes are located in the village center or south of the ancient ruins.

In the village area (on top of the cliff near the ruins) most (an estimated 75-85%) buildings are tourist shops (places to purchase hand printed scarfs, knitted dresses, tooled leather, handmade jewelry), restaurants, coffee houses, or hotels.¹⁴⁴ These tourist shops have an open market *feel* to them since they face the cobblestone pedestrian street with tent-like structures protruding from the buildings. Northwest of the Ottoman village is the new residential area of the village. Since the Ottoman village area is protected it is more difficult for new development since open area is limited. The port has large warehouses that were rehabilitated as boutique hotels with private beaches. The port area's development is dense and small (890 m by 152 m). Stores located in the port sell trinkets, ice cream, and beachwear. Originally the buildings in the port region were used as customs, warehouses, and fishing. Now the buildings contain boutique hotels, with restaurants on the bottom floor with seaside seating and small shops. The port begins south of the rocky cliffs, so any new development north towards the protected Assos ruins is unlikely.

¹⁴⁴ This data was estimated from the Author's personal experience, tourist information, photography, and address location of shops, hotels, and restaurants.

From the analysis, motions towards UNESCO recognition, and the abundance of hotels and tourist development one can conclude Assos' economy is heavily tourism-based. Assos is known in Istanbul as a honeymoon getaway: a couple can tour the Assos ruins, swim or take a boat in the clear waters, eat local fish by the port, and stay in a boutique hotel with a private beach. Tourism has played a large role in shaping Assos and the surrounding area, but has had no negative effects on the historical significance of the town due to the more rigorous conservation policies. Through their conservation actions Assos has retained its architectural and natural amenities that bring tourists, the relationship between tourists and amenities seems healthy from the analysis.

CHAPTER 6: YEŞİLYURT

Year	2000	2010	2011	2012
Population	244	206	199	206

[Table 6.01] Population of Yeşilyurt from 2000 to 2012. Source: Yeşilyurt Populations. Accessed 10 February 2017. www.agacler.net.

The village of Yeşilyurt was originally named Büyük Çetmi and is over 700 years old. The nomadic Oğuz tribe settled Büyük Çetmi in 1355 C.E. Across the valley is a similar village, Küçük Çetmi, settled by the younger brother of the original planner of Büyük Çetmi. Both villages share similar amenities and contribute to the larger tourism industry of the area. Yeşilyurt has a population around 200 with 90 households, set in Kazdağı Mountains, abundant with olives and fig trees. The village is approximately 210 acres in area and 3 km north of Küçükkuyu. Both Greeks and Turks lived in Büyük Çetmi in harmony: Greeks lived in the south of the village while Turks live in the north. Both communities gathered in the courtyard coffeehouse square in the center of the village. A Greek church was in the south while a Turkish mosque on the northern side of the village. Today only the mosque remains. There is no evidence of what happened to the Greek Church, but one can guess after the 1920s when all the Greeks and Christians were pushed out of Turkey, the church was left to demolition by neglect or vandalism. In 1924 the Greek population was forced out of the area from the Lausanne Agreement, this left many of their homes vacant. Turkish people from the island of Lesbos and Crete subsequently came to settle in Büyük Çetmi.



[Figure 6.01] A view of Yeşilyurt: 2016. This photo looks north from atop the mosque's minaret towards the Kazdağı Mountains. Source: Author's photo.



[Figure 6.02] A view of Yeşilyurt: 1960s. Source: Yeşilyurt village headman.

The village had its first small elementary school in 1928. Büyük Çetmi opened and operated another school in 1937 that was the largest for any community in Çanakkale with five classrooms. This school was constructed through an educational program supported by the central government. These buildings contained modern amenities, like toilets and clean water.



[Figure 6.03] Protection of the village center is seen through the re-cobbling of the streets in a traditional fashion. Source: Author's photo.



[Figure 6.04] An old horse stall in the village center under rehabilitation to turn into a museum to show traditional olive and cheese production. Source: Author's photo.

Küçükkuyu municipality governs the village of Yeşilyurt. There is a village headman in charge of community efforts and reports to the Küçükkuyu municipality. The village center (this includes the mosque and cemetery, roads, and buildings near the village courtyard) was designated historic (by Küçükkuyu municipality) in 2014 with partial protection. “The town has managed to conserve its traditional architecture. Houses especially in Adatepe and Yeşilyurt villages, many of which are beautiful examples of neo-classical architecture, should be carefully examined for the art of wood and stone.”¹⁴⁵ 1970s village elders decided to rename the village Yeşilyurt to encourage tourism. The municipality funded sewer and water infrastructure to retain visitors and second homes (completed in the 1980s). Public washrooms were built with government funding in the mid-2010s for tourists to use during their visits.

¹⁴⁵ Ayvacik. *Visit Çanakkale*. 2013. Accessed 12 May 2017. <http://www.visitcanakkale.com/EN/ayvacik/S/1913>

Current Status



[Figure 6.05] New second home residences in Yeşilyurt: all new construction blends in with the vernacular of the village the stone wall uses the old material and replicates the wall using new stone to continue the wall. Source: Author's photos.

New construction in Yeşilyurt is built in the vernacular form. The village is a place for urbanites from Istanbul to escape the urban pollution to enjoy the local cuisine, agricultural landscapes with olive trees, and mountains with a sense of the *old city*. The visitors can find nature walks, historic areas, and an abundance of natural beauty with the sea and mountain ranges. In Yeşilyurt there are few vacant stone buildings in the village center. Plans exist to turn a few of the buildings into restaurants and one into a museum, seen in figure 6.04. Most of these empty buildings are purchased by Istanbul elites to rehabilitate into summer homes.¹⁴⁶ One of the first structures to be rehabilitated into a summer home was in 2010 by a wealthy Istanbul bank president. He stated that after 2010 wealthy urbanites from Istanbul slowly began to build and restore homes in Yeşilyurt for temporary homes. He and his wife invite his extended family from Istanbul to their house for long summer vacations. New homes for temporary residents are built on the edge of the village either completely in stone or stone veneer. These homes are typically

¹⁴⁶ Conversations with village locals and village headman (Suat Can) in July 2016.

formed from concrete masonry units (cinder blocks) with a local stone attached to the exterior façade (figure 6.06). Some of these buildings have a timber second floor that replicates the traditional Yörük village home. These new homes look so similar to the existing built environment that it is hard to decipher the new construction. To determine if the building is new one must examine the location of the home and area surrounding (if the home has a yard or a pool), and review materials and construction methods.





[Figure 6.06] Two new homes built in Yeşilyurt, the first photo shows construction before the stone veneer is applied to the exterior, and the second building shows a home after the veneer is applied. Both homes have CMU bearing walls. Source: Author's Photos.

The people that visit and own second homes in Yeşilyurt are from the upper urban class. Homes north of the village center have two or three car garages for their BMWs (a trendy car commonly seen in Yeşilyurt). From the street, these homes appear to be built from the 1500s, but most were made post-2010 and contain all the modern amenities (garage, Wi-Fi, etc.). The long-term residents of Yeşilyurt are poor and live in their ancestor's homes. The locals work in the boutique hotels or run tourist shops and restaurants. Most long-term residents have moved to Küçükkuyu or are in transition to move there because of the education system, opportunities for diverse employment, and cheaper cost of living. Discussions with the hotel workers in Yeşilyurt indicate that most of the workers and original residents have moved to Küçükkuyu and commute

to work daily. Villagers have a positive outlook on the new development since the hotels provide new employment for locals and the exurbanites invest in their homemade goods. There is an apparent disconnect between the exurbanites and villagers; they are never seen together at the same table over conversation and keep to their own areas. The upcoming generation has become trained to operate upscale restaurants, businesses and become involved in real estate or construction. The author discussed these opportunities to two young villagers ages 18. They aspire to one day own their own hotel or restaurant in Yeşilyurt. The locals seem to be content with the influx of new economic opportunities. Since this is a somewhat new phenomenon (2000-2010), the future for the locals remains to be seen.

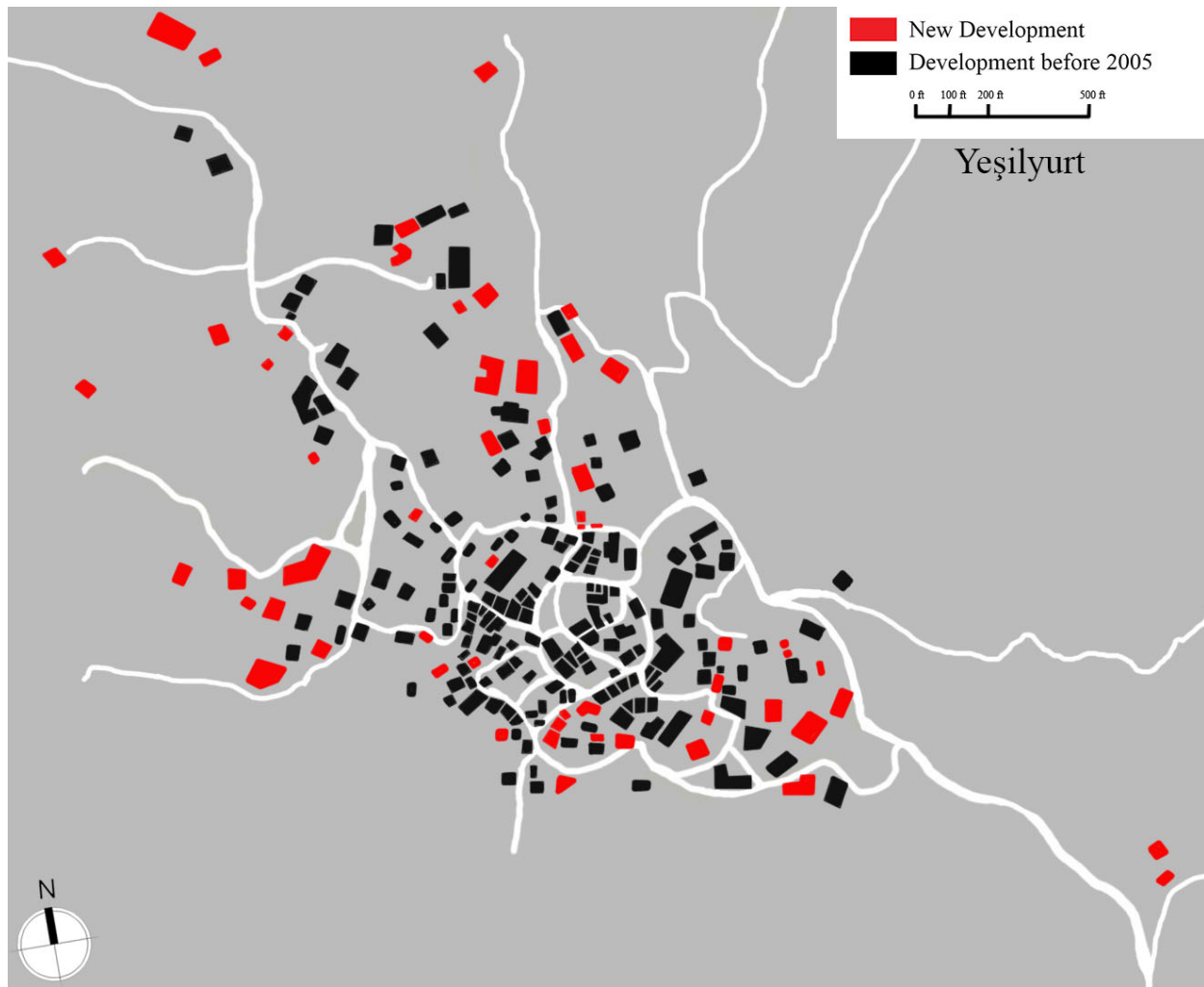


[Figure 6.07] A new home in Yeşilyurt with a three-car garage. Source: Author's photo.

Analysis

The included map of Yeşilyurt shows new development from 2005 to 2016 in the color red, buildings previous to 2005 are black. These maps were compiled from Google Earth's aerial

photographs from the dates of 2005, 2006, 2011, 2012, 2013, and 2016. The photos were overlaid to create new development maps. From 2005 to 2006 there were 12 new buildings. From 2006 and 2011 there were 23 buildings (an average of 4.6 buildings a year). From 2011 to 2012 there were 7 new buildings. From 2012 to 2013 there were 2 new buildings, and 2013 to 2016 there were 12 new buildings (an average of 4 buildings a year).



[Figure 6.08] This map shows new development in the northwest new residential area from 2005 to 2016 in red, development older than 2005 is black. These maps were produced using Google Earth Aerial photography from the years 2005 through 2016 to determine change.

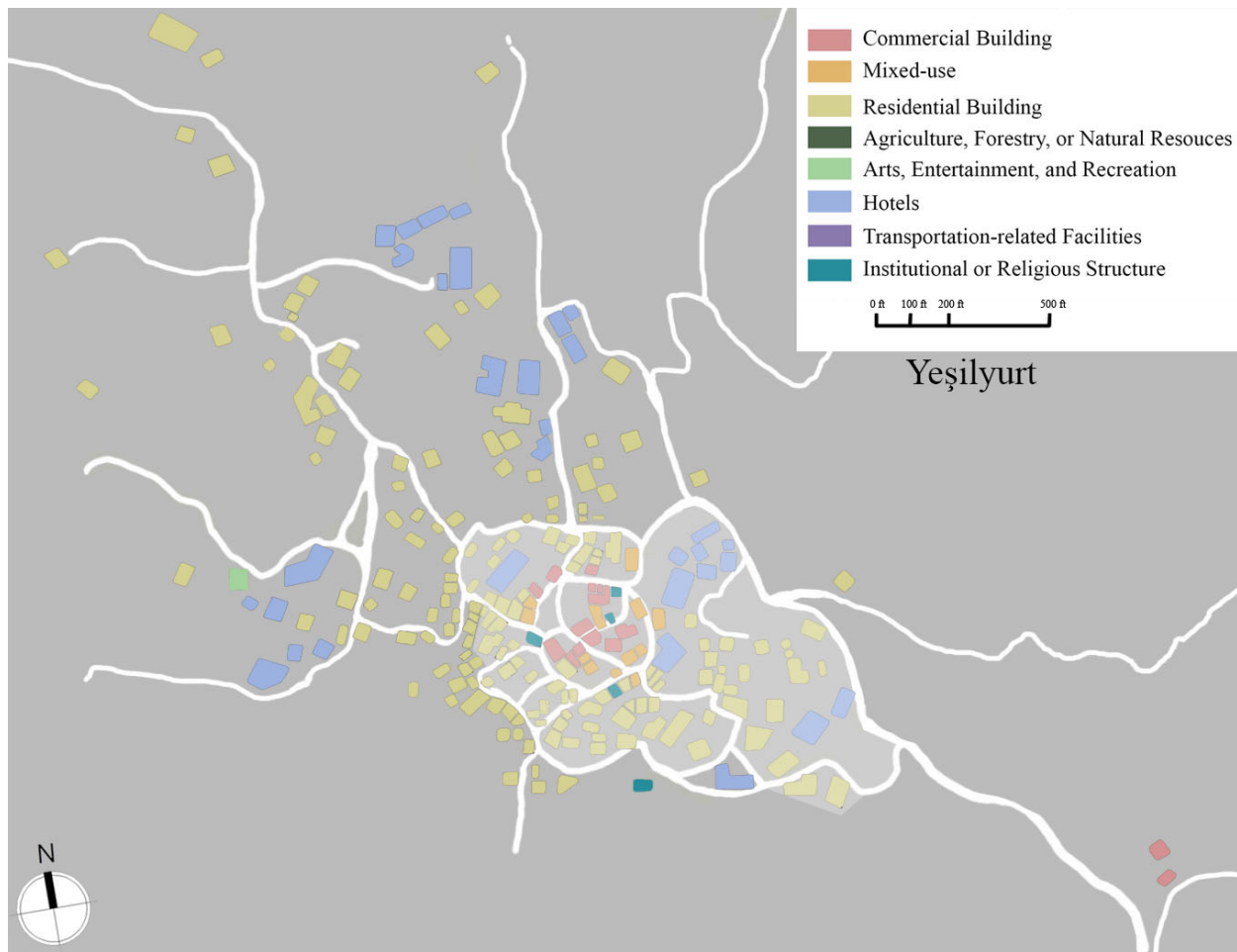
There are 11 hotels within Yeşilyurt. From examination of hotel amenities, there are eight high-level (boutique hotels), two mid-level (full amenities for medium-high level class), and one low-level (basic facility) hotel. The highest price for a hotel is \$132 while the lowest price per night is \$83 and the median cost is \$97. The hotels range from 2 to 26 rooms with a total of 158 rooms in Yeşilyurt (this study excludes home rentals like Airbnb). The estimated population of Yeşilyurt in 2012 is 206 (villagers and the village headman state the population has slightly decreased but are unaware of the number of permanent residents). With the hotel data, one can conclude that if all 158 rooms are filled with two people, there are 316 visitors in the town. If all hotel rooms are full, there is an average of \$15,326 of revenue coming into the village from visitors sleeping in the hotels. The author's discussions with hotel managers in the region clarify that the hotels remain completely booked throughout the summer months, excluding Ramadan. Travel websites (Travelocity, Kayak, etc.) confirm this information.





[Figure 6.09] From left to right: a modern hammam spa in one of Yeşilyurt's hotels, a pool overlooking the foothills. Source: Author's Photos.

In May 2017 there were 12 homes for sale listed online in Yeşilyurt, the highest price is \$491,656, and the lowest price is \$89,903 with the median cost for a house \$188,023. These homes are typically a two-story new build with stone veneer. Five of these buildings are over 20 years of age, three are 10 to 20 years old, two are five to 10 years old, and two are one to five years old. The newer homes are located on the outskirts of the village with manicured yards (some with pools) with views of the mountain range and coast. Three of the buildings have stone facades, and eight are made of stone. The interior photographs of all of these buildings listed show a modern and rustic (shabby-chic) take on a traditional Turkish interior (Turkish rugs and kilims, çini dishes, and colors and symbols typical of the region).



[Figure 6.10] This map shows the type of development in 2016. The author produced these maps using addresses of tourist attractions (hotels, museums, restaurants), photography and personal experience. The area with a white overlay the author presumed the land use by using aerial photography, personal experience and business and hotel addresses. These maps were produced using Google Earth Aerial photography from 2016 to determine change.

Yeşilyurt's new development is a mixture of upper-urban second residence and boutique hotels. The village has a combination between natural and cultural amenities but resides more on cultural amenities. There are no hiking paths near the village, and although the views from atop some hotels overlook the foothills of the mountains, the views do not encompass the entire village. New development imitates the vernacular architecture. The exterior and interior of each

building seems to stand still without knowledge of the modern world.



[Figure 6.11] A new building in the village center that sells tourist trinkets, about a third of the products are made by the business owner and the rest are imported from China. Source: Author's photo.

Yeşilyurt villagers are beginning new careers focused in hospitality to cater to those tourists and second home urbanites. Locals have a difficult time competing effectively with other tourist villages, like Assos, due to the lack of handicrafts. Most villagers were either in the agricultural or animal husbandry industries and lack the knowledge of how to create handmade

arts to sell to tourists. Tourist shops are heavily subsidized with mass-produced trinkets instead of locally made memorabilia (Figure 6.11). Locals are under the assumption that the new industry supports their community, but this could change for the future. There is a growing separation between *authentic* villagers and new urbanite villagers. Although gentrification is just a seed in Yeşilyurt, it may grow to become a large challenge for the small settlement.

CONCLUSION

This research would seem to indicate that amenity-based economics are likely to result in a variety of outcomes depending on the type of amenity, location of a settlement, investments, incentives, policies, type of development (temporary homes and tourism), and protection of amenities. The question remains as to how researchers can best quantify and research the impacts of amenity-based economics.

Case Studies Compared

Ayvacak continues to grow in tourism and second-home residents from Istanbul. The revenue from tourism has remained stable after the 2015 civil unrest because most visitors are Turkish citizens. The Ayvacık district municipality is not entirely dependent on tourism, as seen in their rejuvenation of pistachio farms. Ayvacık is also diverse in amenities both nature (mountains, coastlines, olives) and culture (vernacular, ancient ruins, intangible heritage). The variation in amenities led to different development patterns, as seen in the three case studies.

The table shown below (Table 7.01) breaks down natural and cultural amenities of the three sites. Each site was given a score (from the author) one to ten, ten being the highest in amenities and one the lowest. The author categorized four dominant features for each natural and cultural amenity to provide an even balance between both overall amenities. Natural amenities include the coast, mountains, views of landscape (this can include views from the mountains or views of the agricultural landscape), and proximity to public parks (this provides natural protection from the government). Cultural amenities include unique architecture (high style architecture that is specific to the area like Assos ruins), vernacular architecture (architecture of

the people, the built environment), intangible culture (rug making, dance, traditions), and cultural protection. Assos has the highest points for amenities with Yeşilyurt 5 points below Assos; the lowest ranked study is Küçükkuyu with 20 points below Yeşilyurt.

Amenity	Assos	Yeşilyurt	Küçükkuyu
Coast	10	0	9
Mountain	5	9	3
Views from Hill	10	6	3
Close to National Park	3	6	8
Cultural Protection	10	7	3
Vernacular Architecture	8	10	0
Intangible Culture	1	9	2
Unique Architecture	9	5	2
Total	56	52	30

[Table 7.01] Chart of Positive Natural and Cultural Amenities

Küçükkuyu has a 23/7 balance of natural and cultural amenities with a total score of 30. Natural amenities were scored from the following information: an extremely long private and public coastline (score nine), limited views of the mountains from the town (score three), limited views of olive groves (score three), and close proximity to a National Park (score eight). Cultural amenities were scored from the following information: limited amount of unique architecture (score two). Original vernacular architecture is hard to find since the area has developed quickly with little regards to historic preservation (score two). Most of the people from the villages that have moved to Küçükkuyu are younger generations that disregard many traditions (score two). There is little cultural protection for the town, only a few buildings and the Mıhlı stream area (score three).

Assos has a 28/28 balance of natural and cultural amenities. Natural amenities were scored from the following information: clean “blue flag” beaches along the port catered to

tourists (score ten), rocky landscape (score five), and views of the surrounding landscapes (score ten). Assos is further away from any National Park (score three). Cultural amenities were scored from the following information: Assos Ruins (score nine), the port and Ottoman village's vernacular architecture (score eight), plastic tourist culture and lack of true intangible heritage (score one), and high cultural protection within Assos (possible UNESCO WHS status) and the port (score ten).

Yeşilyurt has a 21/31 balance of natural to cultural amenities. Natural amenities were scored from the following information: no coast (score zero), the village is located in the foothills of the mountains (score nine). The views in Yeşilyurt can vary: in some places one can sometimes see the coast, olive and pistachio farms or mountains (score six). Yeşilyurt is somewhat close to a National Park (score six). Cultural amenities were scored from the following information: Yeşilyurt has some high-style architecture, like the mosque (score five). The built environment is mostly vernacular (score ten) with some protection (score seven). The villagers practice traditional ways of cooking, rug making, cheese making, most tourists walk around the village center and spend a day in the spa or coast in another town. This protects a part of the intangible heritage (score nine).

	Küçükkuyu	Assos	Yeşilyurt
Natural	23	28	21
Cultural	7	28	31

[Table 7.02] The author provided the information from Table 7.01. This table was created to show each case studies natural and cultural amenities more clearly.

Küçükkuyu, Assos, and Yeşilyurt show different development based on their location, history, and natural and cultural amenities. Küçükkuyu is embraced more by the middle-class urbanite for second homes and a new home for ex-villagers (of Adatepe and Yeşilyurt). The

town has little regard for cultural amenities but has developed due to the long coastline and modern amenities (water infrastructure, transportation, economic hub). Assos and Yeşilyurt both contain a mix of cultural and natural amenities. Assos is a balance of both types of amenities with its Assos ruins, historic village and port, mountain views, and coastline. People that visit Assos are usually tourists from the urban upper and middle-class Turkish citizens. Yeşilyurt has more cultural amenities with its emphasis on traditional intangible heritage (through food, arts and interior decorations) and tangible heritage (Greek vernacular buildings and new buildings that imitate the vernacular). People that have second homes in Yeşilyurt are typically urban upper-class Turkish citizens, and those that visit are domestic upper-middle to middle-class urbanites.

Total Summer Population	Küçükkuyu	Assos	Yeşilyurt
Tourists	3-5%	61-63%	32-42%
Second Homes	45-62%	3-5%	31-47%
Locals	34-50%	34-35%	21-27%

[Table 7.03] If all the hotels and second homes were occupied, what percentage of the total amount of people at each location are tourists, second home urbanites, or locals. This excludes visitors not staying in hotels. The table assumes each local family is the OECD average for Turkey (4.1 people per household) and second homes include two people to 4.1 people per family.

The percentage shown in Table 7.03 is true only if all the hotels are full and all temporary residents are at their second home. The fluctuation in percentage (i.e. three-five percent) takes in account that temporary resident households may consist of two to four people. Küçükkuyu has the lowest percentage of tourists but highest in both temporary residents and local residents. Assos has by far the highest amount of tourists, 61-63%, and lowest temporary residents. This can be backed up with the fewest homes for sale at the highest prices (stated earlier in the chapter). Yeşilyurt has roughly the same percentage of tourists, temporary residents, and local residents.

In my case studies I quantified growth by overlaying aerial maps and showing physical growth patterns and the use of each property (Chapter Four through Chapter Six). These growth patterns show where new development occurred. I also gave each site a rating, by my own scale, based on natural and cultural amenities. I thought this would give more insight as to why there are certain types of development, like hotels versus residential properties, when comparing each site (Table 7.01). Next I calculated the total populations for the summer, the high tourist season, for each site. This information came from the latest population studies with an increase based on general growth patterns for the district to make the most current data. Then I took the residential units versus hotels against the projected census data, average number of people per household in Turkey, and data from tourism to try to get some sense of how many people in the summer were tourists, second home urbanites, versus long-term residents. This data is speculative, but provides some numbers to assumed theories (Table 7.03).

In the three case studies (Chapter Three through Chapter Six), Küçükkuyu had most relaxed building codes (little to no architectural review or historic sites) and modern infrastructure; this resulted in the most amount of development with the highest percentage of temporary home residents (45-62%, 3,936 units) and permanent residents (34-50%, 2,164 units) with the lowest number of tourists (3-5%). Although Küçükkuyu had the newest construction (377 buildings, 29.6% growth from 2005 to 2016), the town had the lowest number of amenities (30 points out of a maximum of 80), measured by the author's amenity scale (figure 5.1). This rapid development is because the town has little protection and management, unrestricted building codes, accessibility to modern infrastructure, lowest property costs, and easiest access to modern transportation (highway, bus station, and taxis).

Statewide tourism plans first developed in 1963 that focused on sun-sea-sand tourism to create this unmanaged development along the Aegean coast (mentioned in Chapter Two).

Although Küçükkuyu was not as popular as the towns near Izmir through during the 1960s, that unplanned, quick and dirty development style reflects the Küçükkuyu development. The area is full of private beaches, private investments, and rapid second home development growth that diluted both cultural and natural amenities. Although Küçükkuyu has the longest coastline, modern infrastructure, and new development, it has the lowest tourist population (3-5% compared to 32-63%). I believe this is because of the quick development and dilution of cultural and natural amenities. In other words, Küçükkuyu is at the top of the Environmental Kuznets Curve (Chapter One) and has chosen to dissolve conservation efforts for development.

Küçükkuyu is not a “tourist trap,” but rather an area for workers of the tourist locations to live and a more affordable area to stay or have a second home. This type of development is seen in the abundant amount of residential units for locals and second-home urbanites. Küçükkuyu acts as the region’s “home base.” Locals use Küçükkuyu as a more affordable place to call home; many of the locals then travel to their workplace (such as Assos or Yeşilyurt) or work in the hospitality region in Küçükkuyu that supports regional tourism (such as taxi drivers transporting tourists to nearby villages for day trips). Villagers tend to move to Küçükkuyu when their villages become too expensive to live, seen in Yeşilyurt (Chapter Six). Many middle-class Turks from Istanbul have a second home or time-share in Küçükkuyu where they spend their day exploring the region’s unique cultural or natural features and return back to Küçükkuyu to stay the night. Some tourists stay in hotels mainly along the coast to enjoy Küçükkuyu’s private beaches and take day trips to the region, just like the second home citizens.

Assos had the lowest number of temporary homes (estimated 40) but the highest number of hotels (38 hotels). Homes for sale were exponentially higher in Assos (average \$376 thousand) as was the cost of an average hotel room (\$107). Assos also had the least amount of development (58 buildings, 13.5% growth) compared to the other sites. Assos has the most rigorous protection policies in all three case studies. These results lead me to determine that Assos is more expensive and harder to develop due to the more protections for cultural and natural amenities. Assos Ruin's potential designation as a UNESCO World Heritage Site restricts development anywhere near the site. Tourists come to Assos for its cultural (Assos Ruins and the Ottoman Village) and natural (views of the Edremit Gulf and beaches) amenities. Assos and Ayvacık district government officials assure these amenities are highly protected to ensure a sustainable future for these sites. Although the village lacks in *authentic* intangible heritage, seen in its imported chachkies, it is abundant in tangible heritage.



[Figure 7.01] Tourist shops in Assos. Source: Author's photo.



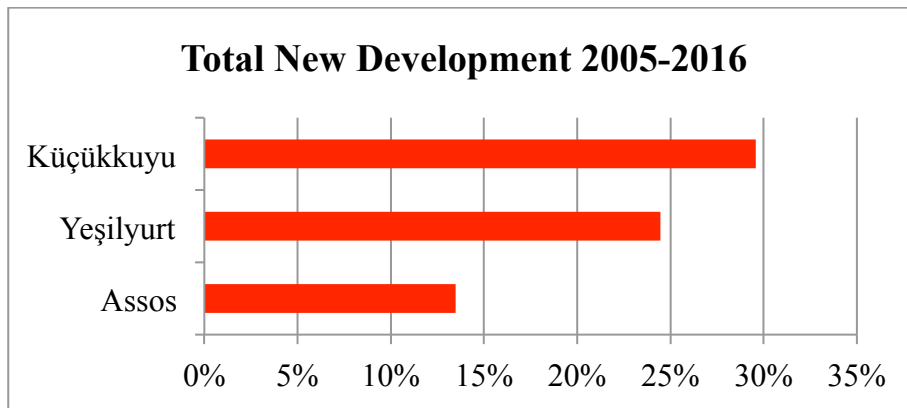
[Figure 7.02] An example of tourist chachkies: knick-nacks generally imported from China to sell at tourist shops. This photo was taken in Yeşilyurt. Source: Author's photo

In Yeşilyurt (Chapter Six), the second home development of upper urbanites has already created a divide in the community. Every day at the coffeehouse second home urbanites sat with each other far from the locals and not dare near a tourist. The locals walked around talking to other locals and the occasional tourist. It is common to see second-home urbanites with a three-car garage packed with luxury sports cars. Meanwhile, two local families shared a run-down vehicle to gather supplies from Küçükkuyu. Although Yeşilyurt had the lowest number of residents (206 people), they had the richest intangible heritage (rated at 9 out of 10 in Table 7.01). One can assume this will change over time, or become 'plasticized' through the influx of tourists and temporary residents. There is one tourist store in Yeşilyurt that sells imports from China (like handbags with Turkish graphics) and painted handicrafts, all other tourist shops sell local cheeses, olives, and jams. It is my assumption that the tourist shops that sells tourist

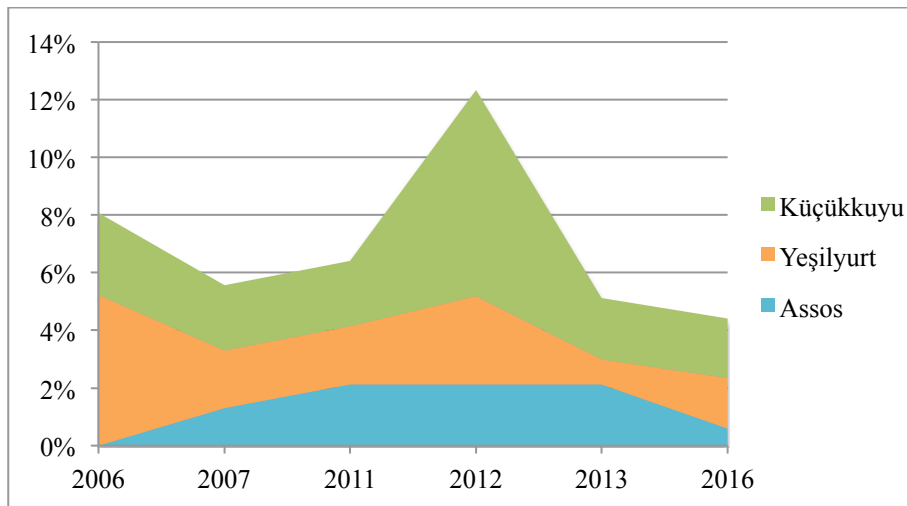
handicrafts and nick-knacks might become more popular where those other food stores begin to sell tourist chachkies. If this does happen, these stores will disenchant the intangible heritage. Another possibility for Yeşilyurt's future is where the second-home urbanites take control of the village (refer back to the example of the Sierra Nevada community in Chapter One). If the urbanites over-run the locals, the Yeşilyurt society will change dramatically and run the villagers to Küçükuyu. The hotels are generally high-level (73%) catering to upper- to upper-middle class citizens. Yeşilyurt is partially protected, only the village center is under protection. This caused boutique hotels and second home development to occur in the fringes of the village. All three case studies had different outcomes of development patterns.

The settlements in this region create an ecosystem where each community balances on each other to maintain stability. There cannot be a successful Assos or Yeşilyurt without a Küçükuyu: there cannot be small boutique villages with high-end hotels and second home mansions without an affordable city nearby. Although Küçükuyu lacks in natural and cultural amenities, policy and conservation, it creates a place that is affordable for locals to live and acts as the nucleus of the Ayvacık district. Küçükuyu has the modern infrastructural amenities that those smaller villages do not, such as hospitals, more dependable infrastructure, and large markets. The city acts as the transportation hub of the area with easy access to cars, buses, airports, seaports and taxis. Since Küçükuyu is more relaxed with building regulations it has become a more affordable living area and is a breeding ground for development. Those that cannot afford to own a second home or stay at a resort in a small boutique village can stay in Küçükuyu and visit the villages during the daytime. Assos and Yeşilyurt also help assist development in Küçükuyu because it provides the tourist another venue to explore while staying in Küçükuyu. Rural amenities are non-rivalrous; the locations depend on each other and

gain from other sites because more people are bound to visit if there is more amenities tourists want to visit. Those that do stay in Assos or Yeşilyurt also benefit from Küçükkuyu since the larger food markets, healthcare, industry and transportation all comes from Küçükkuyu.



[Figure 7.03] Graph of total new development percentage: based on building stock from 2005 to 2016. Author's data from Google aerial maps and Turkstat census data



[Figure 7.04] Graph of new development percentage from 2006 to 2016. Author's data from Google aerial maps and Turkstat census data

Through an examination of my maps, I can conclude that protection of cultural and natural amenities dictates the patterns of development. Assos' development took place in the

modern area of town, away from any historic area. Yeşilyurt's development took place on the outskirts of the village center (the village center is protected). Küçükkuyu's development had no particular pattern because the municipality has little to no conservation policies. Protection of amenities, like architectural review of development in a historic district, affects development. Refer to the Environmental Kuznets Curve: if a town begins to develop without any protection for historic or natural amenities the town can and will demolish or develop close to these amenities. Over time, these amenities will diminish unless some protection is put in place. If there is protection, the community can offset the cost of conservation by raising the price of buildings, land, and tourist facilities (seen in Assos). Since it is more difficult to develop near a protected site (through the use of design guidelines, easements or environmental evaluations), the cost of new construction rises. If the amenity is conserved, people will want to access it; the amenity becomes the externality. Tourists and second home urbanites that want to enjoy the amenity (stay in hotels, visit museums, build a temporary home) value the amenity and have a high willingness to pay for the luxury (externality). But overprotection can result in economic destruction when the amenity becomes too expensive to protect and can create disconnect with the local population.

This rise in cost usually results in some gentrification: locals are given jobs in the service industry and have a lower willingness to pay for the amenity (seen in the Yeşilyurt villagers moving to Küçükkuyu in Chapter Six). Second home development creates a separation in the community. The village or town turns into two communities; this is seen in the Sierra Nevada case study in Chapter One and Yeşilyurt analysis in Chapter Six. Conflicts occur due to differences in age, social status, income, employment, and education. This separation in the community causes tension between the two classes since amenity-based economics can lead to

social inequality for the locals, as described in Chapter One. Although the Yeşilyurt locals have embraced their new second home urbanites and tourists, I believe it is a matter of time and development before the separation of classes becomes a conflict.

There should be caution with displacing the villagers or the small settlements could lose their intangible heritage. The villages, like Yeşilyurt, contain the richest intangible heritage of the region (compared to Küçükkuyu and larger cities) that contributes to the tourism industry. Their intangible heritage should be assessed and protected in some sense, this could be through subsidies, incentives or plans to diversify businesses in the region that focus on intangible culture. Focusing on intangible heritage with business ventures can enhance the region's tourism industry and save local traditions. Saving intangible heritage and vernacular design is most important in the villages spread out over the region. Since intangible heritage is more difficult to quantify, it would be most successful to manage this at a more local level.

The ability to have localized control and protection of amenities enhances amenities and creates a more sustainable development strategy. When an area has little-localized management power over development, development patterns can become unwieldy especially in amenity-rich regions. Take Turkey's sun-sea-sand tourism strategy (Chapter Two); this led to unmanaged development that created a "get rich quick"-like take on tourism development.¹⁴⁷ Beaches became privatized, and developers (domestic and international) took all the incentives they could to develop along the Aegean coastline. Amenities were not assessed beforehand through the central government and lacked protection. A scale like the USDA Natural Amenities Scale (Chapter One) would be helpful at the national level to quickly assess a region's amenities. This scale should include comfortable climates, desired topography (mountains, coast, etc.), and

¹⁴⁷ Seckelmann, Astrid. *Domestic Tourism*. p 89.

culture (tangible and intangible). This way the government can target areas that might need more protection to save natural and cultural externalities.

Localized management of amenities can result in sustainable development through protection policies. Amenities can be a significant tool for economic development. Development patterns in amenity-based economies have no clear boundaries and are unique to each area since amenities themselves are unique. The amenities are hard to replace once they are destroyed (refer to Chapter One). Turkey is vulnerable to amenity-based development since many policies are at a central national level, leaving local municipalities with little power. The local governments had little to no say in tourist development up until the 1990s, and are still limited in their abilities. This lack of localized protection allowed destruction of cultural and natural amenities. But, in the 2003 Law for Tourism Encouragement the Ministry of Culture and Tourism attempted to break up the country into smaller regions. These regions helped villages and towns better manage and incentivize tourism.

Limitations and Omissions of the Study

Census statistics were limited in the study, especially information about the remote villages themselves. Statics and data found were mainly of the district, province or countrywide information. For example, it was hard to even find current population studies for each site, especially Assos and Yeşilyurt since they were more remote than Küçükkuyu. The question morphed into how to determine change with limited hard data. This was a difficult challenge. Aerial maps provide hard data without depending on government statistics or language barriers. Although some aerial maps are not completely accurate or completely clear, through aerial images I was able to decipher change over a limited amount of time. For this study, aerial imagery was only available from 2005 to 2016 through Google Earth. This type of study could

be useful in remote locations with limited census data and resources. Through an examination of my maps (through aerial photograph), I concluded that protection of cultural and natural amenities influences the patterns of development. Assos' development took place in the modern area of town, away from any historic area. Yeşilyurt's development took place on the outskirts of the village center (the village center is protected). Küçükuyu's development had no particular pattern because the municipality has little to no conservation policies.

Minor home improvements were also difficult to track; if possible, a researcher could talk to local contractors, pull building permits, and inquire about inventory at local hardware stores. Since Assos and Yeşilyurt do not have a local hardware store it was difficult to track down exactly where these project improvements were coming from and what contractors people may have been using for new construction and repairs. Discussions through a translator with locals determined that many young men from the village are changing from agricultural jobs into construction. The locals told me that they definitely see an increase in building and development, also shown by the maps, but could not provide any hard numbers or people to contact. This same challenge goes for natural conservation. Without a complete knowledge of Turkish or direct contact to farmers and park resources I found limited information about natural conservation. Through aerial imagery I could see farm production, but little hard data at the micro scale. If I spent more time in the region and had a full understanding of Turkish I could have interviewed farmers and conservationists over trends and concerns.

Questions and Future Investigation Suggestions

Future studies on remote or rural locations could be beneficial to the conservation and development field. I believe a more thorough investigation process of local resources, interviews

with original versus new community members, and inventory of census data, economic input, and conservation efforts would be beneficial to others researching rural amenity-based economics. I would suggest any future studies to occur with direct contact with the case studies, knowledge of the local language, and connections to local resources and data. The limitations to data, language, and contact restricted the studies in this thesis.

BIBLIOGRAPHY

Book

Appleyard, Donald, *The Conservation of European Cities*. Cambridge, MA: MIT Press, 1979.

Bacon, Francis H, Joseph Thacher Clarke, Robert Koldeway, and H. W Bell. *Investigations at Assos*. London, 1921.

Bauret, Jean-Eudes, and Marie-Christine Kovachazy. *Rural amenity policies: future stakes*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005.

Clarke, Joseph Thacher *Report On the Investigations at Assos, 1882, 1883: Pt. I*. New York: Macmillan, 1898.

Dearien, Christy, Gundars Rudzitis and John Hintz. *The role of wilderness and public land amenities in explaining migration and rural development in the American Northwest*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2004. P 114.

Deller, Steven C., David W. Marcouiller, Donald B.K. English and Victor Lledo. *Regional Economic Growth with a Focus on Amenities*. Amenities and Rural Development. University of Madison. 2005.

Hirschon, Renée. *Crossing the Aegean: an appraisal of the 1923 compulsory population exchange between Greece and Turkey*. New York, NY: Berghahn Books, 2008.

Hodge, Ian. *Valuing Rural Amenities*. OECD. 2000. P 108.

Hong, Junpyo. *Three Essays on the Role of Amenities as an Economic Development Strategy*. Louisiana State University: Department of Agricultural Economic and Agribusiness, 2010

Khemani, R. S and D. M. Shapiro. *Glossary of Industrial Organisation Economics and Competition Law*, Directorate for Financial, Fiscal and Enterprise Affairs, OECD, 1993.

Lewis, W. A. *Is Economic Growth Desirable?* ed. W. A. Lewis. London, Allen & Unwin. (1963)
Marcouiller, David W. and Greg Clendenning. *The Supply of natural amenities: moving from empirical anecdotes to a theoretical basis*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005.

Mill, John Stuart. *Principles of Political Economy with some of Their Applications to Social Philosophy*. Hackett Publishing Company, 1848.

OECD. *Amenities for Rural Development: Policy Examples*. Paris: OECD, 1996.

OECD. *Cultivating Rural Amenities: An Economic Development Perspective*. Paris: OECD,

1999.

OECD. *The Contribution of Amenities to Rural Development*. Paris: OECD, 1994

Power, Thomas M. *The supply and demand for natural amenities: an overview of theory and concepts*. Amenities and Rural Development. Northampton, MA, Edward Elgar Publishing. 2005.

Serdaroglu, Ümit. *Assos (Behramkale)*. Archaeology & Arts Publications (1995).

Tataroglu, Enis Guvenc, *Conceptual Analysis of Tourism: The Case of Marmaris Town in Turkey*. (PhD Thesis, METU, 2006).

Todaro, Michael P., and Stephan C. Smith. *Economic Development*. 11 ed: PEARSON Addison Wesley, 2012.

Valcarengi, Dario. *Kilim History and Symbols*. Milan: Electa, 1994.

World Bank. *World Development Report 1991: The Challenge of Development*. World Bank. (1991)

Yüksel Sayan, *Uşak Evleri*. Ankara, 1997; Önder Küçükerman, *Anadolu Mirasında Türk Evleri*. İstanbul, 1995.

Journals

Deller, S.C., T.Tsai, D.W. Marcouiller and D.B.K. English. *The role of amenities and quality of life in rural economic growth*. American Journal of Agricultural Economics. (2001)

Green, Gary P. *Amenities and Community Economic Development: Strategies for Sustainability*. The Journal of Regional Analysis & Policy (2001).

Grossman, G.M. and A.L. Krueger. *Economic growth and the environment*. Quarterly Journal of Economics, 1995.

Hall, C., A. McVittie and D. Moran. *What does the public want from agriculture and the countryside? A review of evidence and methods*. Journal of Rural Studies. (2004)

Hamlin, Talbot Faulkner. *Architecture through the ages*. Ann Arbor, MI: UMI, 1993.

Ibery, B. *Farm diversification as an adjustment strategy on the urban fringe of the West Midlands*. Journal of Rural Studies. (2001)

Ickert, Johanna, and Iain S. Stewart. *Earthquake Risk Communication as Dialogue – Insights from a Workshop in Istanbul's Urban Renewal Neighbourhoods*. Natural

Hazards and Earth System Sciences Vol 16. (23 May 2016).

Kornbloom, W., *Cape Cod: challenges of managed urbanism*. G.E. Machlis (eds), *National Parks and Rural Development*, Washington D.C. (2000)

Leatherman, J. and D.W. Marcouiller. *Income distribution characteristics of rural economic sectors: implications for local development policy*. Growth and Change. (1999)

Seckelmann, Astrid. *Domestic Tourism—a chance for regional development in Turkey?* Tourism Management 23, (January 4, 2001).

Tezcan, Berna. *Developing Alternative Modes of Tourism in Turkey*. Master's thesis, METU, 2004. <http://etd.lib.metu.edu.tr/upload/12605524/index.pdf>.

Tosun, Cevat and C L Jenkins. *Regional planning approaches to tourism development: the case of Turkey*. Tourism Management 17, no. 7 (1996): 519-531.

Tosun, Cevat. *Challenges of sustainable tourism development in the developing world: the case of Turkey*. Tourism Management 22, no. 3 (June 6, 2001).

U.S. Department of Commerce. *Population Trends, Turkey*. Economic and Statistics Administration; Center for International Research. (April 1993).

UNWTO Tourism Highlights, 2015 Edition. United Nations World Tourism Organization. June 2015.

Walker, P. and L. Fortmann, *Whose landscape? A political ecology of the “exurban” Sierra*. *Cultural Geographies*. (2003)

Young, Sebnem Y. *Hyper-Traditions/Hip Villages: Urbanite villagers of Western Anatolia*. TDSR Vol. 18. No. 2. 2007.

Website

A Brief Outline of Turkish History. Turkish Cultural Foundation. 2017. Accessed 25 May 2017. <http://www.turkishculture.org/general-1067.htm>

Assos Kazisis, T.C. Kultur ve Turizm Bakanligi. Accessed 12 May 2017. <http://www.amasyakulturturizm.gov.tr/TR,59581/sehir-rehberi.html>

Assos tekrar liman kenti olacak [Assos will become a port city again]. 18 November 2016. Ayvacık Belediyesi. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Assos-tekrar-liman-kenti-olacak.html>

ASSOS. Turkish Cultural Foundation. Accessed 10 May 2017. <http://www.turkishculturalfoundation.org>

Assos' Temporary List of 'UNESCO World Heritage.' Come to Turkey. 05 May 2017. Accessed 11 May 2017. <http://www.cometoturkey.com/assos-temporary-list-of-unesco-world-heritage.html>

Ayvacık. *Visit Çanakkale*. 2013. Accessed 12 May 2017. <http://www.visitcanakkale.com/EN/ayvacik/S/1913>

Başkan Şahin, Antep Fıstığı Üreticilerine Sahip Çıktı [President Şahin, Has Produced Antep Peanut Producer]. 11 April 2017. Ayvacık Belediyesi. Accessed 02 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Baskan-Sahin-Antep-Fistigi-Ureticilerine-Sahip-Cikti.html>

Başkan Şahin: Kültür Turizminde düşüş değil artış var. [President Şahin: Cultural tourism has not decreased, but increased.] 03 February 2017. Ayvacık Belediyesi. Accessed 02 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/-Baskan-Sahin-Kultur-Turizminde-dusus-degil-artis-var.html>

Bürokratlarımızın Ayvacığa Daha Fazla İlgi Göstermesini İstiyoruz [We want our bureaucrats to show more interest to Ayvacık]. 28 October 2016. Ayvacık Belediyesi. Accessed 03 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Burokratlarimizin-Ayvaciga-Daha->

[Fazla-Ilgi-Gostermesini-Istiyoruz.html](http://www.canakkaleayvacik.bel.tr/HaberDetay/Burokratlarimizin-Ayvaciga-Daha-)

Çanakkale Ceramics. Turkish Cultural Foundation. 2017. Accessed 07 May 2017. <http://www.turkishculture.org/ceramic-arts/-584.htm>

Celebi, Emel. *Houses of a Yörük Village*. Turkish Cultural Foundation. 2017. Accessed 07 May 2017. <http://www.turkishculture.org/architecture/houses/houses-yoruk-village-277.htm?type=1>

Coastline of Turkey. National Parks of Turkey. 2014. Accessed 11 May 2017. <http://nationalparksofturkey.com/coastline-of-turkey/>

Definition of Amenity. Oxford Dictionary. 2017. Accessed 25 May 2017. <https://en.oxforddictionaries.com/definition/amenity>

Düğümlü dokuma diyarı Ayvacık [Knotted weaving field Ayvacık]. 13 January 2017. Ayvacık Belediyesi. Accessed 02 May 2017. <http://www.canakkaleayvacik.bel.tr/HaberDetay/Dugumlu-dokuma-diyari-Ayvacik-.html>

General Directorate of State Airports Authority. General Information. Accessed 07 January 2018. <http://www.dhmi.gov.tr/home.aspx>

Gokce, Yesim. *The Tradition of Coffee and Coffeehouses Among Turks*. 2017. Turkish Cultural Foundation. Accessed 07 May 2017. <http://www.turkishculture.org/lifestyles/turkish-culture-portal/coffeehouses-204.htm?type=1>

İlk Bakış, Assos Guide. Assos Rehberi. 2015. Accessed 07 May 2017.
http://www.assosrehberim.com/nm-İlk_Bakış-cp-11

Income Gini coefficient. United Nations Development Programme, Human Development Reports. 2013. Accessed 31 May 2017. <http://hdr.undp.org/en/content/income-gini-coefficient>

Kazdağı (Mount Ida) National Park. National Parks of Turkey. 2014. Accessed 11 May 2017.
<http://nationalparksofturkey.com/kazdagi-mount-ida-national-park/>

Köylerimiz [Our Village]. Küçükkuyu Belediyesi [Küçükkuyu Municipality]. 2017. Accessed 02 April 2017. <http://www.kucukkuyu.bel.tr/>

Law for the Encouragement of Tourism. Law No: 2634. Ministry of Culture and Tourism. 12 March 1982. Accessed 05 May 2017. <https://www.kultur.gov.tr/EN,113290/law-for-the-encouragement-of-tourism.html>

Legal and Political Structure. Invest in Turkey: Investment Support and Promotion Agency of Turkey. Accessed 25 May 2017. <http://www.invest.gov.tr/en-US/turkey/factsandfigures/Pages/LegalAndPoliticalStructure.aspx>

Local and Regional Democracy in Turkey. Council of Europe. 01 March 2011. Accessed 24 May 2017. https://wcd.coe.int/ViewDoc.jsp?p=&id=1754625&Site=COE&direct=true#P225_31758

McGranahan, David. *Natural Amenities Scale.* United States Department of Agriculture: Economic Research Service. 30 August 1999. Accessed 02 March 2017.
<https://www.ers.usda.gov/data-products/natural-amenities-scale/>

National Trust for Historic Preservation, *Heritage Tourism.* National Trust for Historic Preservation. <https://savingplaces.org/stories/preservation-glossary-todays-word-heritage-tourism#.WNaoHBiZPfY>

Ornelas, Mariana. *Women and Carpet Weaving in Turkey.* Turkish Cultural Foundation. 2017. Accessed 07 May 2017. <http://www.turkishculture.org/tapestry/anatolian-carpets/carpet-weaving-tradition-600.htm>

Oxford English Dictionary Online. *heritage, n.* Accessed 01 December 2016.
<http://www.oed.com>

Population and Demography. Turkstat. Accessed 05 March 2017. <http://www.turkstat.gov.tr/>

Stilgoe, John R. *Common Landscape of America, 1580-1845.* Yale University Press, 1982.
<http://www.jstor.org/stable/j.ctt32bvzk>.

Tansug, Sabiha. *The Turkish Bath.* 2017. Turkish Cultural Foundation. Accessed 08 May 2017.
<http://www.turkishculture.org/lifestyles/bath-223.htm>

The World Fact book: Turkey. Central Intelligence Agency. January 2017.
<https://www.cia.gov/library/publications/the-world-factbook/geos/tu.html>

Timur, Safak. *Kurdish Militant Group Claims Responsibility for Deadly Car Bombing*. New York Times. 11 December 2016. Accessed 31 May 2017.
<https://www.nytimes.com/2016/12/11/world/europe/kurdish-tak-istanbul-double-bombing.html>

Top 10 Hidden Beaches in Turkey. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/things-to-do/top-10-hidden-beaches-in-turkey.html>

Turizmi Tevik Kanunu, No: 2634, Madde 3b, 1982, Deiklik: 2003.
<http://www.kultur.gov.tr/TR/belge/1-44065/turizmi-tesvik-kanunu.html>. (Law for the Encouragement of Tourism, No: 2634, Article 3b, 1982, amendment in 2003.)

Turizmle anilmek istiyoruz. [We want to be remembered with tourism]. 28 October 2016. Ayvacık Belediyesi. Accessed 03 May 2017.
<http://www.canakkaleayvacik.bel.tr/HaberDetay/Turizmle-anilmek-istiyoruz.html>

Turkey Profile–Timeline. BBC News. 26 April 2017. Accessed 23 May 2017.
<http://www.bbc.com/news/world-europe-17994865>

Turkey-Agriculture. Nations Encyclopedia. 2017. Accessed 31 May 2017.
<http://www.nationsencyclopedia.com/Asia-and-Oceania/Turkey-AGRICULTURE.html>

Turkey-Overview of Economy. Nations Encyclopedia. 2017. Accessed 05 May 2017.
<http://www.nationsencyclopedia.com/economies/Asia-and-the-Pacific/Turkey-OVERVIEW-OF-ECONOMY.html>

Turkey-Poverty and Wealth. Nations Encyclopedia. 2017. Accessed 17 May 2017.
<http://www.nationsencyclopedia.com/economies/Asia-and-the-Pacific/Turkey-POVERTY-AND-WEALTH.html>

Turkey. National Geographic. 8993. nationalgeographic.com/explore/countries/turkey/#turkey-istanbul-cityscape.jpg

Turkey. The Observatory of Economic Complexity; MIT. 2015. Accessed 23 May 2017.
http://atlas.media.mit.edu/en/visualize/tree_map/hs92/export/tur/show/all/2015/

Turkey's Aegean Region. Tourism and Travel Guide to Turkey: Go Turkey Tourism. 2017. Accessed 11 May 2017. <http://www.goturkeytourism.com/destinations-turkey/aegean-region-of-turkey.html>

UNESCO Intangible Cultural Heritage. *Traditional craftsmanship of Çini-making*. Ministry of Culture and Tourism of Turkey. 2014. Accessed 08 May 2017.
<http://www.unesco.org/culture/ich/en/RL/traditional-craftsmanship-of-cini-making-01058>

UNESCO: Intangible Cultural Heritage. *Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka*. Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015. Accessed 08 May 2017.
<http://www.unesco.org/culture/ich/en/RL/flatbread-making-and-sharing-culture-lavash-katyrma-jupka-yufka-01181>

UNESCO: Intangible Cultural Heritage. *Turkish Coffee Culture and Tradition*. Ministry of Culture and Tourism. 2011. Accessed 08 May 2017.
<http://www.unesco.org/culture/ich/en/RL/turkish-coffee-culture-and-tradition-00645>

Uşak Houses. Turkish Cultural Foundation. 2017. Accessed 07 May 2017.
<http://www.turkishculture.org/architecture/houses/usak-houses-747.htm?type=1>

Zorbey, Dilek Özenen. *Turkish Cheeses*. Turkish Cultural Foundation. 2017. Accessed 08 May 2017. <http://www.turkishculture.org/culinary-arts/cheeses/turkish-cheeses-499.htm?type=1>